



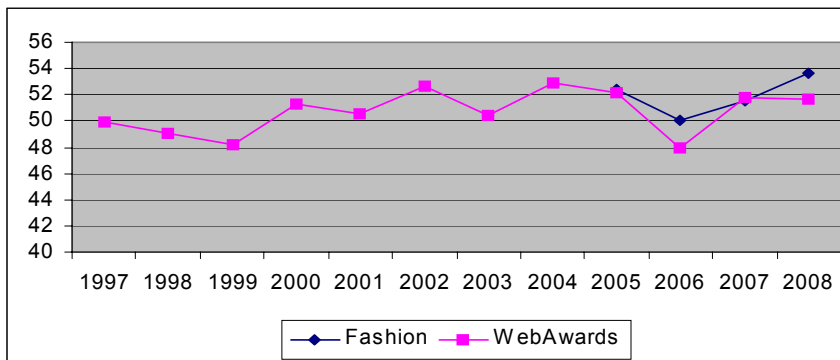
# WebAward Internet Standards Assessment Report

## 2009 Fashion Industry Benchmark Results

### Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

	<u>Fashion</u>	<u>WebAwards</u>
1999		48.2
2000		51.3
2001		50.5
2002		52.7
2003		50.4
2004		52.9
2005	52.4	52.2
2006	50	47.9
2007	51.5	51.8
2008	53.7	51.6

Score out of a possible 70 points

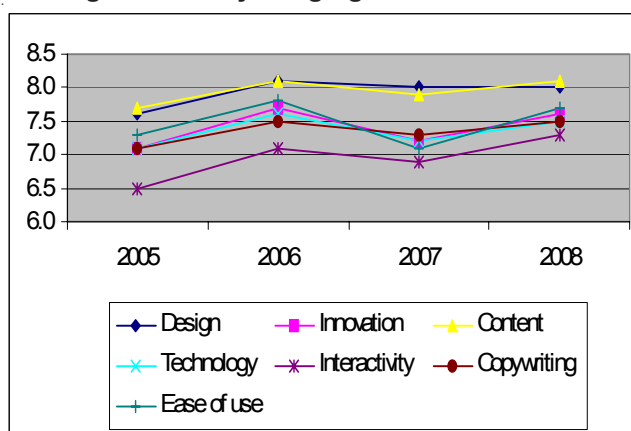


### Average Scores by Judging Criteria

	2005	2006	2007	2008
Design	7.6	8.1	8.0	8.0
Innovation	7.1	7.7	7.2	7.6
Content	7.7	8.1	7.9	8.1
Technology	7.1	7.6	7.2	7.5
Interactivity	6.5	7.1	6.9	7.3
Copywriting	7.1	7.5	7.3	7.5
Ease of use	7.3	7.8	7.1	7.7

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart

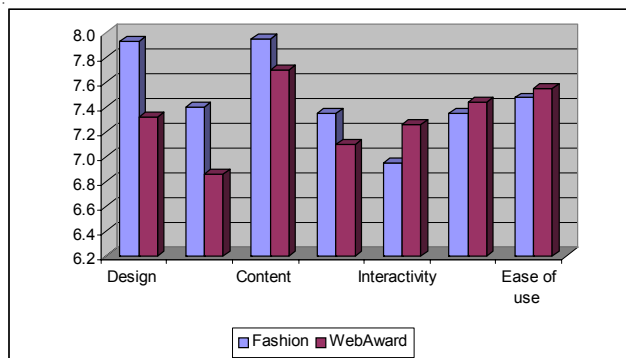


### Analysis

New to the ISAR study, fashion was added as a category to the WebAwards in 2005. Since then they have generally been inline with the overall ISAR Index with a slight overperformance in 2006 and 2008. It is not surprising that fashion sites tend to score highest in design and content. It is also well above the WebAward average for design.

The fashion industry knows what it takes to create an image for its products. Their Web sites are extensions of those images and invite the users to learn more about the brands which they identify with.

### Industry vs ISAR 5-Year Average By Criteria



### Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Website</u>
2008	Dolce&Gabbana srl	Dolce&Gabbana Web site
2007	ID Society	Nautica Jeans Company
2006	These Days	Bikkembergs Football
2005	Organic, Inc	Tommy Kids Web Site

### About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to [www.webaward.org](http://www.webaward.org)