

TOP  
BUTTON

WEB



DIRECT



EMAIL



EVENTS



Bringing **online** fashion and beauty **shoppers** to you.



[www.topbutton.com](http://www.topbutton.com)



## What We Do



We deliver targeted consumers in **large** numbers.

Through sophisticated, targeted email marketing, TopButton reaches more than 450,000 registered users twice a week—and gets them out to sales, events, showrooms, and stores to spend.

### How effective are TopButton's emails?

- \* Monday Shared Regional: up to 24% click-throughs
- \* VIP: up to 35% click-throughs
- \* Thursday National Editorial: up to 22% click-throughs

The TopButton website has more than 780,000 active registered users, who participate in the most fashion-forward online community. Our content is syndicated through the **Daily News**, Citysearch, Marie Claire, Variety, AMNew York, Clear Channel, Emmis radio stations, and others.

### How effective is TopButton's website?

- \* Advertising click-through rates more than 10x online averages
- \* 1 million page views monthly
- \* More than 150,000 unique visitors monthly

TopButton partners with Clear Channel, Conde Nast, and others to produce hot fashion and beauty events, drawing sold-out crowds of shoppers who sell out vendor inventories.

### How effective are TopButton events?

- \* May 2006: 5000 shoppers, more than 60 vendors, \$1.2 million
- \* Average spend \$240
- \* 40% vendor sell-out rate

Plus—we're your source for data about your customers online.  
Think of TopButton as your online focus group.



# How We Do It

# TOP BUTTON



WEB EDITORIAL



VIP EMAIL



SHARED EMAIL



WEB BANNER



WEB LISTING



WEB DETAIL

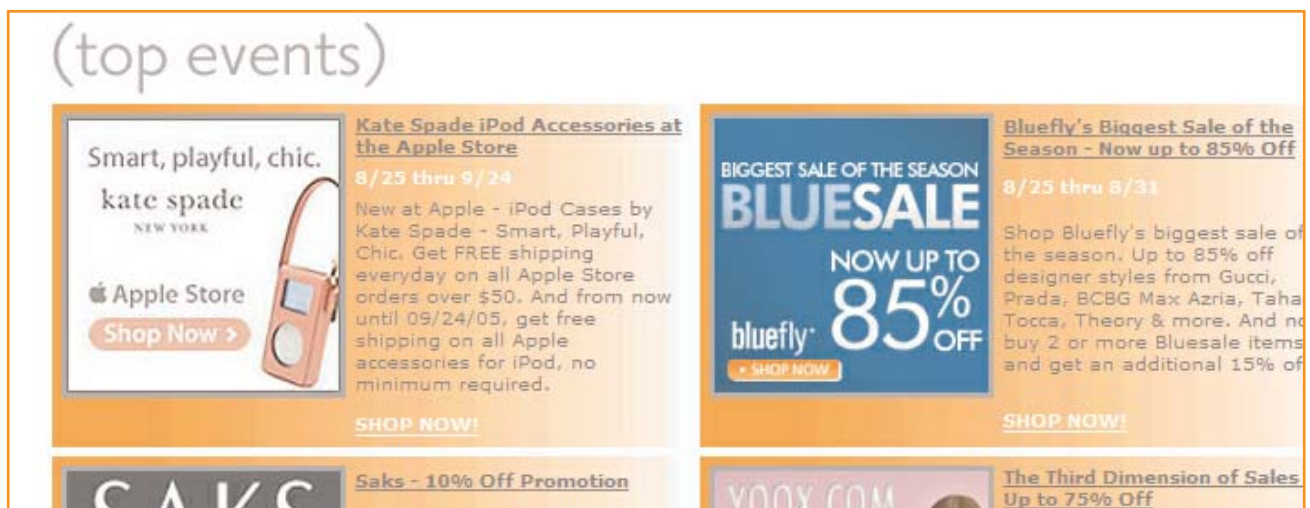
EVENTS





Great creative delivered **effectively** to targeted consumers!

- \* Thursday delivery to more than 450,000 consumers
- \* Brand enhancement from placement with other A-list clients
- \* Text, call to action, and high-resolution image
- \* Easy Email-a-friend functionality for increased reach
- \* Up to double-digit response



"The ad seems to be working! We have had an increase in traffic and everyone credited it to Top Button. Thank you so much...." —Melinda Rogers, Fashion Camp



Join Us



## Representative Client List

ABC Carpet & Home—Warehouse	Emporio Armani	Mont Blanc
Alain Mikli	Ermenegildo Zegna	Moschino
Allen Edmonds	Escada	Movado
Andrew Marc	French Connection	Neiman Marcus
Anna Sui	Frette	Nicole Miller
Baccarat	Frye Boots	Oscar De La Renta
Badgley-Mischka	Gianfranco Ferre	Overstock.com
BBG	Giorgio Armani	Philip Engel
BCBG	H. Stern	Philippe Adec
Ben Amun Co., Inc.	Harve Benard	Portolano
Ben Sherman and Evisu Genes	Helmut Lang	Prada
Beverly Feldman Shoes	Hottopic.com	Rafia
Birnbaum & Bullock Ltd.	Hugo Boss	Ralph Lauren
Brooks Brothers	Intermix	Rampage
Bruno Magli	J. Ransom	Rebecca Taylor
Bumble + Bumble	Jay Strongwater	Romeo Gigli
Calvin Klein	Jimmy Choo	Salvatore Ferragamo
Carolina Herrera	John Varvatos	Santoni
Chaps Ralph Lauren	Juicy Couture	Spoilt
Charivari	Kate Spade	Tahari
Christian Dior	Kenneth Cole	Tocca
Cristina Arzuaga Bridal Gowns	Lacoste	Trussardi
David's Bridal	Language	Ugg Australia
Delman/ Nina Showroom	Loftworks Lafayette	Valentino
Diesel	L'Oreal	Van Amburg Leathers
DKNY	MaxMara	Vera Wang
Dolce & Gabbana	Michael Kors	Versace
Dooney and Bourke	MoMA Design Store	