



## ModCloth Makes Holiday Shopping Easy With ModStylists

*From fashion-forward ModStylists to creative gift guides, ModCloth has what it takes to get you through the holiday hustle and bustle.*

Pittsburgh, Penn. (Vocus) November 25, 2009 -- Black Friday is right around the corner, and as millions of shoppers are rushing to the mall in search of the perfect gift, the online women's boutique, ModCloth.com, offers ways for gift givers to easily find the perfect holiday present, with the personalized experience of visiting a physical store. Featuring fashion-forward ModStylists, interest-specific gift guides, and a four-day Black Friday sale, ModCloth is the perfect place to shop for a girlfriend, daughter, wife, and even the trendy mom.

### Top Five Reasons to Shop at ModCloth This Holiday Season:

#### 1. ModStylists

These girls are here to act as your personal shopping assistants and answer all of your style and shopping questions. The ModStylists will be able to guide your gift giving, from what to pair with a certain item to what to buy for your fashionista friends. Think of them as Santa's little helpers. To chat with a ModStylist, simply go to any product page. Underneath "Add to Bag" and "Add to Wishlist", you will see a shoe icon that prompts you to Chat with a ModStylist. Simply click here and be connected to a live chat with one of the girls! You can also call our Customer Service line at 1-888-495-9699 to speak with one of the ModStylists on the phone.

#### 2. Black Friday Sale

From Fri. Nov. 27 to Mon. Nov. 30, ModCloth will have discounts of up to 40% in our We're Thankful For You... [Black Friday Sale](#) For four days starting on Friday, we're cutting prices on select holiday items, from retro dresses to gift ideas. New sale items will be added daily, so you'll have even more to be thankful for!

#### 3. Sharing Wishlists

Now ModShoppers can share their personal wishlists with family and friends and on social networks to help take the guesswork out of holiday shopping. An added bonus - multiple wishlists can be created in a single account!

#### 4. Gift Guides

ModCloth has the best suggestions around for what to get for whom! From the music lover to the foodie, ModCloth has suggestions for everyone on your list. Plus, in December guest bloggers will share their top holiday picks! Shop the [gift guide](#) now!

#### 5. Holiday Entertaining Ideas on the ModLife Blog

For the whole month of December, the [ModLife Blog](#) will be jam-packed with suggestions for dressing for the Holidays, entertaining, decorating, and gift-giving. Check back every day for new tips and suggestions.

#### About ModCloth.com:

ModCloth.com is an e-retailer that sells affordable [indie clothing and vintage clothing](#). They've attracted a large devoted following through their unique selection of indie clothing and engaging promotions on the ModLife



Blog (<http://blog.modcloth.com>) and social networks. The company is founded by husband and wife team Eric Koger and Susan Gregg Koger.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).