

## Vanity Fair: Christmas shopping made easy

RACHEL ARTHUR, WGSN 14.12.07

**Vanity Fair magazine has launched an innovative gift finder website in collaboration with SiiTE Interactive for the holiday season.**

VFInsider.com, which **won Adobe's site of the day award** earlier this month, has a simple "slider interface" which enables users to **find the perfect gift by selecting from categories** such as hi-tech versus no-tech, indulgent versus practical, modest versus splurge and more.

**VF Insider**

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

**Cartier Comes to You**

Tel: 020 7408 9191

[cartiercomestoyou@cart...](mailto:cartiercomestoyou@cartier.com)



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

Once the appropriate product has been chosen, users can **add it to their wish list or link to the advertiser's site** to make a purchase.

The website also has **video to showcase products and a downloadable desktop widget** that allows users to preview and order the featured product of the day.

Advertisers include Calvin Klein, Elizabeth Arden, Burberry, Vera Wang, Dolce & Gabbana, Bloomingdale's, Revlon, Mastercard, Prada and more.

"From the number of advertisers you can tell that this was **an extremely successful promotion for Vanity Fair**," says Alan Ruthazer, CEO of SiiTE Interactive. "The site is up for the holidays and will then be re-skinned for the next shopping season (spring or sometime), and again three or four times each year."



Cartier

Cartier's Royal Exchange boutique in London has also launched **an innovative Christmas shopping idea with the Cartier Comes to You gift service.**

By calling or emailing the store a private shopper will bring an array of Cartier designs to the client's desk at work for them to choose from, and then each gift will be beautifully wrapped and delivered to the office within 24 hours.