

anntaylor.com

STYLE GUIDE



VERSION I • AUGUST 2001

Prepared by **DIGITAS**

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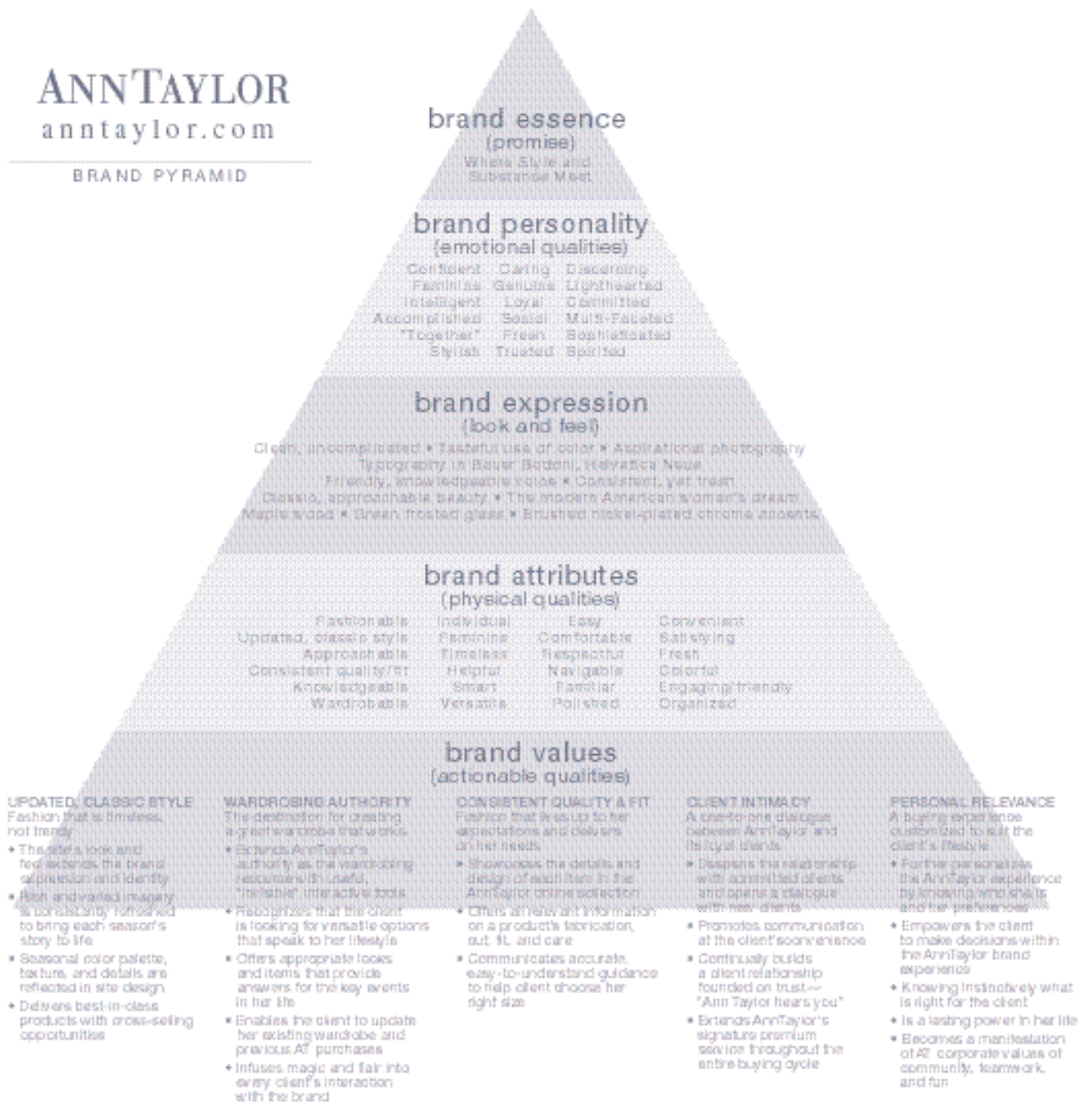
STATEMENT OF PURPOSE

This style guide was created to be used as a reference by art directors, designers, writers and developers as anntaylor.com is maintained and updated. The standards established herein reflect best Web practices in terms of interface design and usability. This style guide also sets up benchmarks for look and feel across all areas of anntaylor.com.

VISION & CONCEPT

BRAND PYRAMID

The Ann Taylor brand pyramid was created to help conceptualize and develop anntaylor.com. The brand values outlined below are pervasive throughout anntaylor.com



VISION & CONCEPT

The vision statement and value proposition were also created to help conceptualize anntaylor.com. The vision statement reflects the business perspective while the value proposition reflects the client's perspective.

VISION STATEMENT

To create an environment of trusted intimacy where the power of style, substance, and technology join to help the Ann Taylor client always be her best.

VALUE PROPOSITION

I value anntaylor.com because it offers Ann Taylor's trusted style, wardrobing authority, and delighting buying experience—plus added value through enhanced convenience and

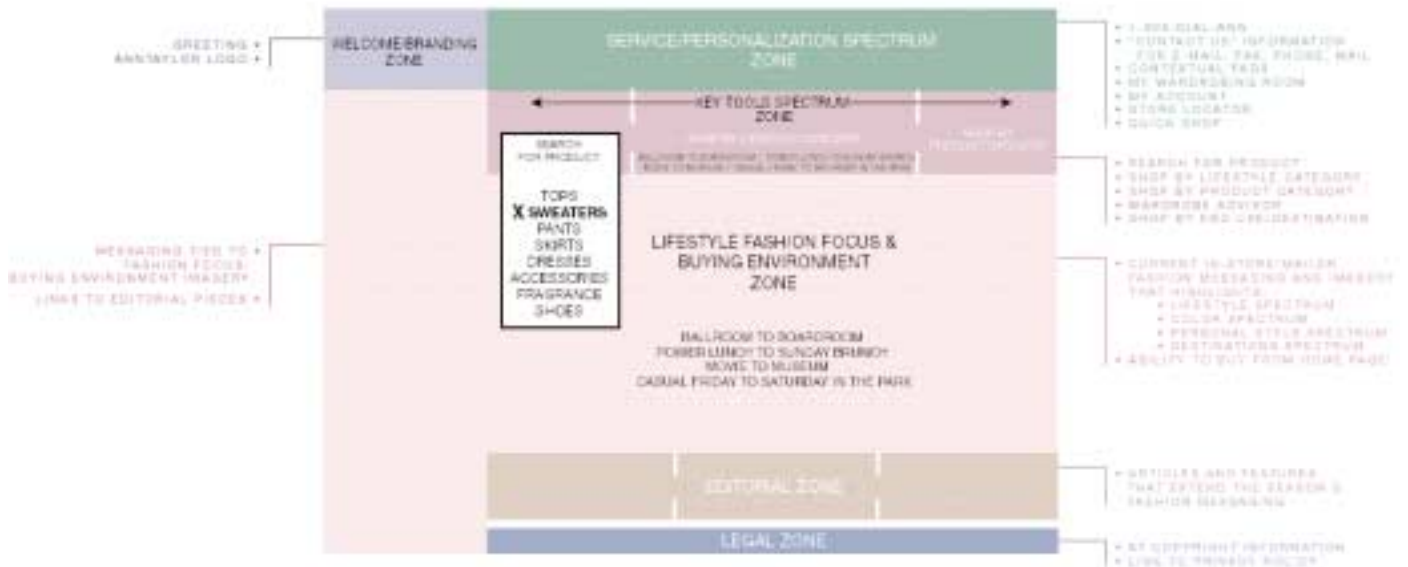
WIREFRAMES / BRANDING ZONES

WIREFRAME DEFINITION

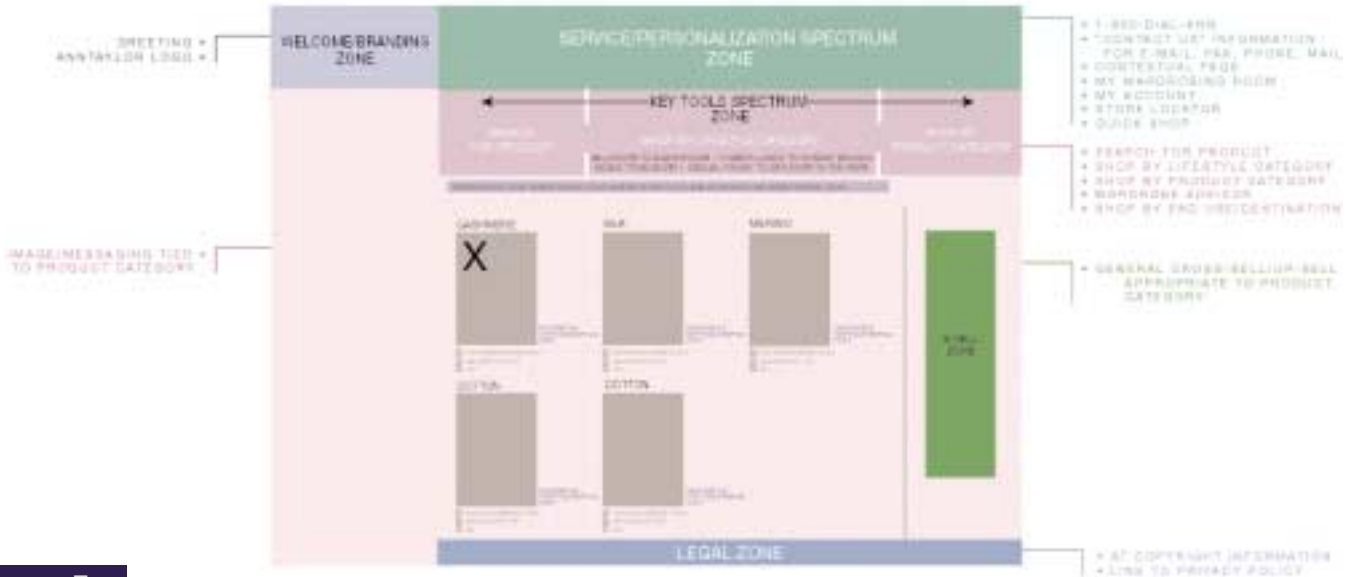
Wireframes are high-level page layouts that were used as a blueprint prior to the design of the Online Store. They delineate content and navigation placement and emphasis. They are not meant to reflect actual design or content.

PRODUCT GATEWAY

HOME PAGE WIREFRAME: 1st Level Product Gateway



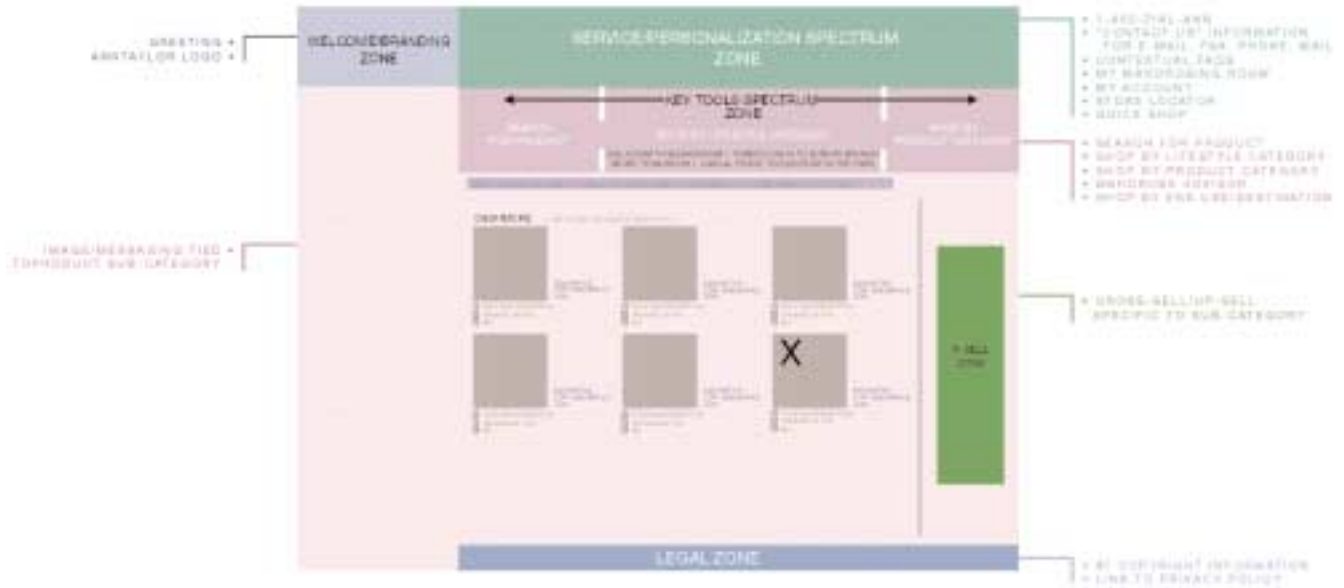
PRODUCT CATEGORY WIREFRAME: 2nd Level Product Gateway



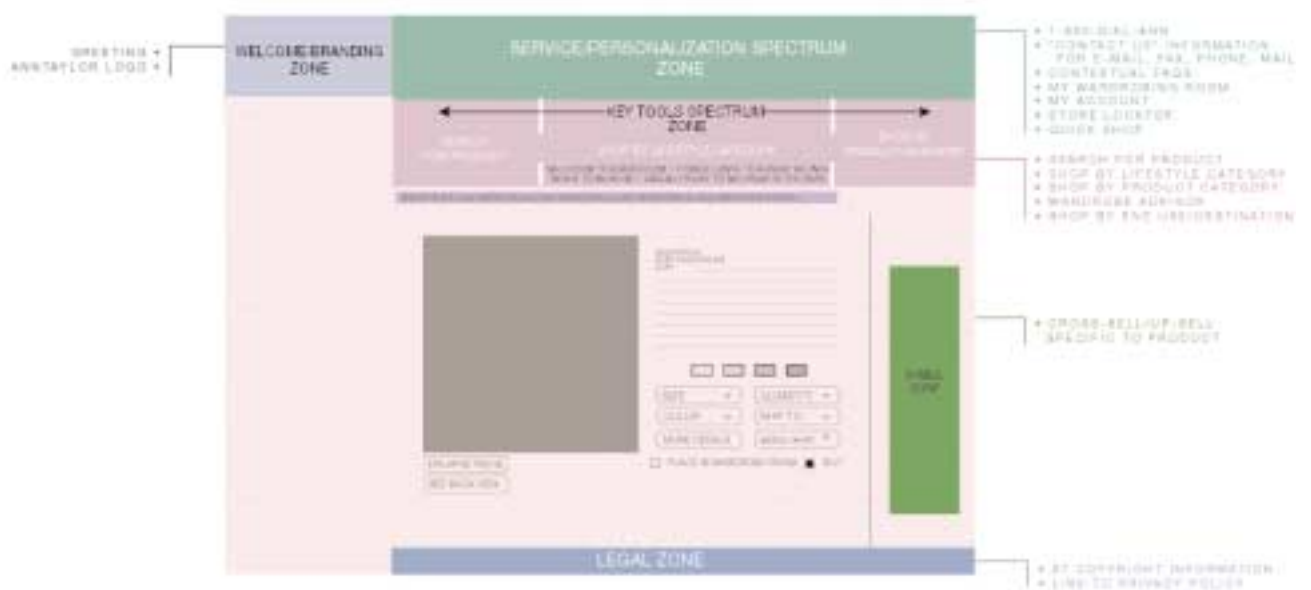
WIREFRAMES / BRANDING ZONES

PRODUCT GATEWAY

PRODUCT SUBCATEGORY WIREFRAME: 3rd Level Product Gateway



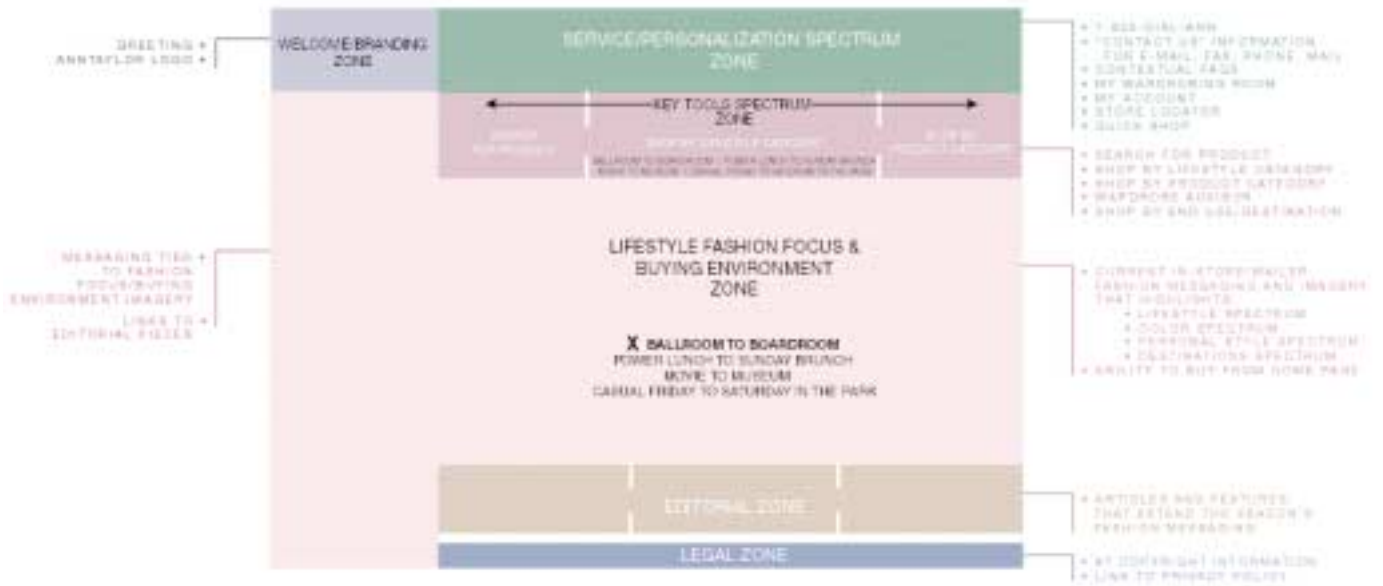
PRODUCT PAGE WIREFRAME: 4th Level Product Page



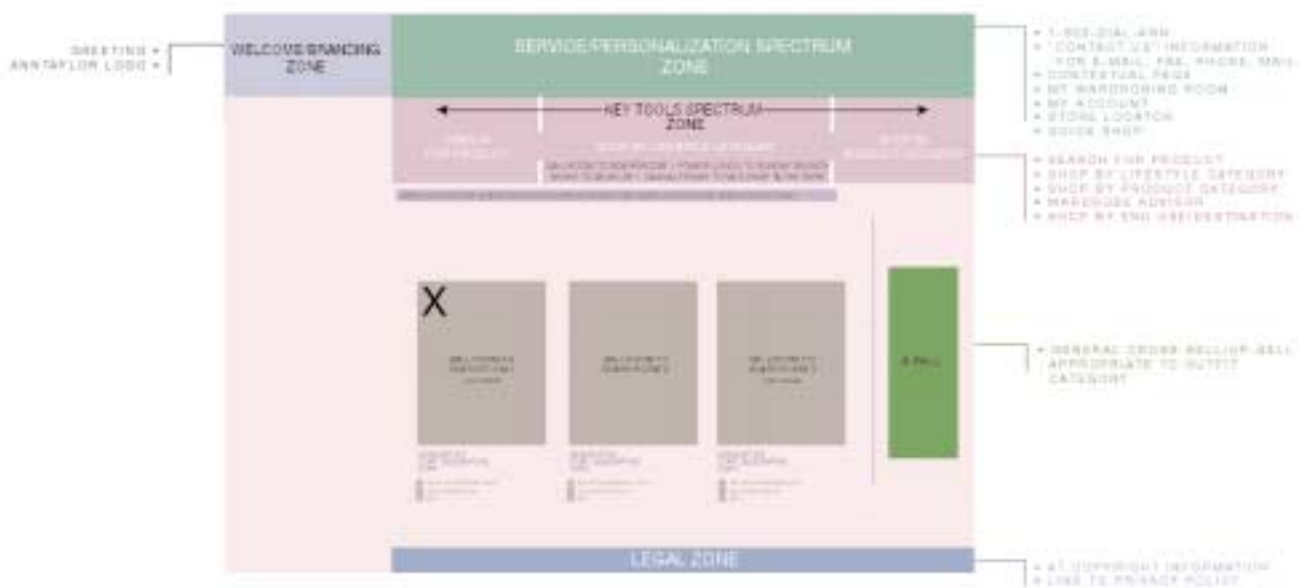
WIREFRAMES / BRANDING ZONES

LIFESTYLE GATEWAY

HOMEPAGE WIREFRAME: 1st Level Lifestyle Gateway



LIFESTYLE CATEGORY WIREFRAME: 2nd Level Lifestyle Gateway



WIREFRAMES / BRANDING ZONES

LIFESTYLE GATEWAY

OUTFIT BREAKDOWN WIREFRAME: 3rd Level Lifestyle Gateway



COPY GUIDELINES

ANN TAYLOR'S PURPOSE:

Communicate who we are while sharing the key details she needs to make a wise choice.

- Communicate both the aspirational branding message and functional details that will help her make a wise choice and minimize returns due to misleading or incomplete information.
- Leverage Ann Taylor's position as a trusted wardrobing authority without preaching or condescending to her.

ANN TAYLOR TONE:

"We don't talk at her; we talk to her."

SHE is educated, professional, smart

SHE is no fool

SHE is a woman of style and substance

WE are the ones in the know

WE are authoritative but non-intimidating

WE are a friend and advisor-kind, directed and trusted

- Chic Simple books as an initial model
- Clever, not necessarily humorous
- Straightforward, sophisticated
- No hard sell
- No glib, "fashion-y" language
- No language that is too business-oriented—instead, stress "day-to-dinner" without necessarily specifying what her day entails.

COPY GUIDELINES

Guidelines for the types of copy called out below will be detailed on the following pages.

SUITS & SEPARATES

TODAY'S SUITS OFFER THE CONFIDENCE THAT COMES FROM LOOKING GOOD, LOOKING STRONG. Fine fabrics and impeccable tailoring. Fine lines and feminine details. Modern suits that are smart, stylish and never stuffy.

SPECIAL OCCASION
SMART SUITS THAT DEFINE THE CONCEPT OF DAY-TO-DINNER.

UPDATED CLASSICS
SUITS THAT EMBODY BOTH STYLE AND SUBSTANCE.

SEARCH ALL

Category Lifestyle Copy

Subcategory Lifestyle Copy

SUBCATEGORY LIFESTYLE COPY

ANN TAYLOR

SIGN IN / REGISTER SEARCH STORE LOCATOR CONTACT US SITE HELP
QUICK SHOP GIFTS WARDROBE ROOM SHOPPING BAG CHECKOUT

SHOP BY OCCASION SHOP BY ITEM WARDROBE ADVISOR

ANN TAYLOR HOME PAGE > SUITS & SEPARATES > UPDATED CLASSICS > ELEMENTS OF THIS LOOK

Product Copy

WOOL CREPE HIDDEN PLACKET JACKET

The three-button black jacket you can wear everywhere, day or night. A beautifully tailored wardrobe essential, it dresses up or down with ease—try with different tops, jewelry and shoes and you've got a whole week's worth of options. Fully lined.

\$188.00
Available in Petite
100% Wool
Imported
Dry Clean Only
#48504

Product Short Description

OUR ALTERNATIVES OR COORDINATING PIECES FOR THIS ITEM: ANN TAYLOR SUGGESTS:

EMBROIDERED CREPE FLAP OVER HANDBAG \$78.00
WOOL CREPE RUFFLE SKIRT \$88.00

Dynamically Generated Copy

COPY GUIDELINES

LIFESTYLE COPY

One to two lines of brief romantic/fashion description of the current season's categories (e.g. Sweaters) and subcategories (e.g. Silk). This copy should be changed out every three months.

Category Lifestyle Copy

The lifestyle copy sets the tone of what the important Sweaters fashion message is for that season.

Subcategory Lifestyle Copy

The lifestyle copy is romantic, briefly describing the tempting physical qualities of "Silk", or the newness of the skirts' silhouette in "Updated Classics."

PRODUCT SHORT DESCRIPTION

Quickly differentiates and communicates what the product is to the client (e.g. Gabardine Hidden Placket Jacket).

Product name should begin with:

- 1) fabrication attribute and include
- 2) 1-2 fashion attributes, ending with the
- 3) name of the garment itself.

This copy is created by .com Marketing, and reviewed and approved by .com Merchandising.

PRODUCT COPY (LONG DESCRIPTION)

This 250-character copy block should have the following elements:

- Romantic / aspirational opening.
- General wear with / wear to suggestions. Avoid specific products, even specifically matching products.
- Fashion Details: spaghetti straps, pebbled texture, high V-neck Side-zip entry.
- Structure Details: lining, dimensions, inseam, skirt length, heel height.
- Garment Lining: Every lined product should be labeled "Fully Lined."
- Pants: TK inch inseam. Petite, TK inch inseam.
- Skirts: TK inch length. Petite, TK inch length.
- Non-apparel: Dimensions: 25"W x 25"H x 25"D.
- Shoes: TK inch heel. Leather upper.

DYNAMICALLY GENERATED COPY

COPY GUIDELINES

INSTRUCTIONAL COPY:

Instructional copy on anntaylor.com is friendly, clear, and explanatory. The following guidelines are used:

- The word "please" is always used when requesting an action or information. For

ALREADY REGISTERED?
 If you have an anntaylor.com Username and Password, please sign in below. Please note that your Username and Password are case sensitive.

USERNAME

PASSWORD

FORGOTTEN YOUR PASSWORD? [Please click here.](#)

example:

SHOPPING BAG

BELOW PLEASE FIND THE ITEMS IN YOUR SHOPPING BAG — CLICK ON "PROCEED TO CHECKOUT" BUTTON AT BOTTOM OF PAGE

- TO CHANGE QUANTITY: Change the number in the Quantity pulldown box, then click "Update Your Shopping Bag."
- TO CHANGE SIZE OR COLOR: Click on the size or color you wish to change to return to the product page to update your selection.
- TO ADD MORE OF AN ITEM: Click on the item name to return to the product page to add more of this item.
- TO REMOVE AN ITEM: Check the "Remove" checkbox, then click on "Update Your Shopping Bag."

COPY GUIDELINES

- Plain language rather than web jargon is used whenever possible. For example:
- Long, scrolling text is avoided if possible. Copy is broken up with "signposts" such as headers, subheaders, and numbering for ease of finding information. For

The screenshot shows the Ann Taylor checkout page. At the top, the Ann Taylor logo is on the left, and navigation links like 'SIGN-IN/REGISTER', 'SEARCH', 'STORE LOCATOR', 'CONTACT US', and 'SITE HELP' are on the right. Below the logo, there are buttons for 'SHOP BY OCCASION', 'SHOP BY ITEM', and 'WARDROBE ADVISOR'. The main heading is 'CHECKOUT: STEP 2 OF 3 SHIPPING INFORMATION'. Below this is a subheader 'SHIPPING ADDRESS, SHIPPING METHOD AND GIFTING OPTIONS'. The page is divided into two sections: 'SECTION A: SHIPPING OPTIONS' and 'SECTION B: ENTER SHIPPING ADDRESS'. A table lists items for shipping, with one item highlighted: 'VELVET 3/4-SLEEVE SHIRT'. The table has columns for ITEM, SIZE, COLOR, PRICE, QUANTITY, SUBTOTAL, and SHIP TO ADDRESS BELOW. Below the table, there are form fields for recipient name, address lines, city, state/territory, postal code, and country.

Header

Subheader

ITEM	SIZE	COLOR	PRICE	QUANTITY	SUBTOTAL	SHIP TO ADDRESS BELOW
VELVET 3/4-SLEEVE SHIRT	8	G. Red	\$78.00	1	\$78.00	<input type="checkbox"/>

COPY GUIDELINES

GLOSSARY OF TERMS

A glossary of terms will be forthcoming in the next version of this style guide. This glossary will detail copy style guidelines for anntaylor.com. For example:

Online Store

Please refer to anntaylor.com as the Online Store rather than a website.

anntaylor.com


Anntaylor.com should be lowercase except when it is used to begin a sentence.

PHOTOGRAPHY GUIDELINES

IMAGE SIZE SPECIFICATIONS

Images on anntaylor.com come in four sizes. For example:


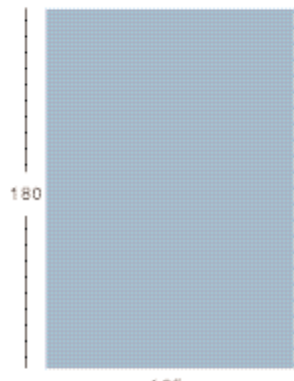
LARGE IMAGE 187x240pts



240

187

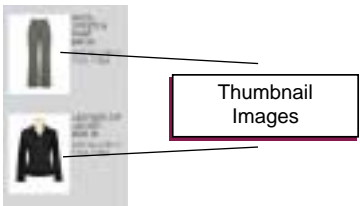
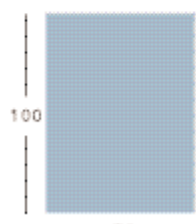
MEDIUM IMAGE 125X180pts



180

125

SMALL THUMBNAIL IMAGE 75X100pts



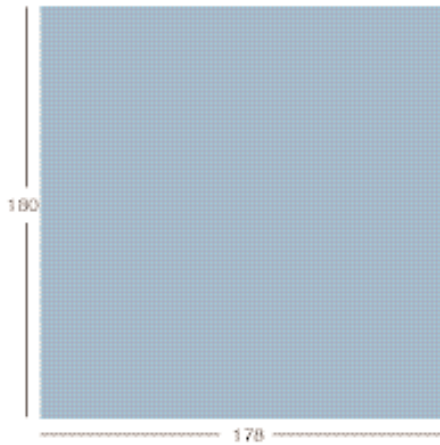
100

75

PHOTOGRAPHY GUIDELINES

IMAGE SIZE SPECIFICATIONS

MAIN PAGE LIFESTYLE IMAGE (mx) 178x180pts



ANN TAYLOR

ANN TAYLOR HOME PAGE > **Main Page Lifestyle Image (mx)**

SIGN IN/REGISTER SEARCH STORE LOCATOR CONTACT US SITE HELP
QUICK SHOP GIFTS WARDROBING ROOM SHOPPING BAG CHECKOUT

SHOP BY OCCASION SHOP BY ITEM WARDROBE ADVISOR **W**

SWEATERS

SEE MORE SWEATERS >

CASHMERE	SILK	TWINSSETS	WOOL	
ENHANCE ANY OCCASION WITH THE NEWEST SWEATERS IN SHAPELY, FEMINE SILHOUETTES AND RICH, LUMINOUS COLOR. Feel the softest, most luxurious fabrics, beautifully trimmed or delicately embellished. Dressing well has never felt so good.	SOFT, LUXURIOUS, YET UTTERLY SIMPLE, NO WOMAN SHOULD BE WITHOUT. SEE MORE IN THIS CATEGORY	FINE SILKS CREATE LIGHTWEIGHT, ELEGANT ESSENTIALS. SEE MORE IN THIS CATEGORY	MAKES A WOMAN FEEL INSTANTLY POLISHED AND PUT-TOGETHER. SEE MORE IN THIS CATEGORY	STAY WARM IN REFINED MERINO AND CHUNKY HANDKNITS. SEE MORE IN THIS CATEGORY

SEARCH ALL

PHOTOGRAPHY GUIDELINES

PRODUCT PHOTOGRAPHY SPECIFICATIONS

Large Images

LARGE/LIFESTYLE 18x240pts

- image should be centered with equal space at left and right
- hang 316" or 13.0pts from top
- bottom/most area of apparel pieces should fall no further than 316" or 13.0pts from bottom of frame.



PHOTOGRAPHY GUIDELINES

PRODUCT PHOTOGRAPHY SPECIFICATIONS

Medium Images

Image for tops is slightly smaller in vertical images to be in better proportion with bottoms

MEDIUM 120x180pxs

- image should be centered with equal space at left and right
- hang 1/8" or 1pts from top
- bottommost area of apparel pieces should fall no further than 3/8" or 1pts from bottom of frame



PHOTOGRAPHY GUIDELINES

PRODUCT PHOTOGRAPHY SPECIFICATIONS

Small/Thumbnail Images

THUMBNAIL 75X100pts

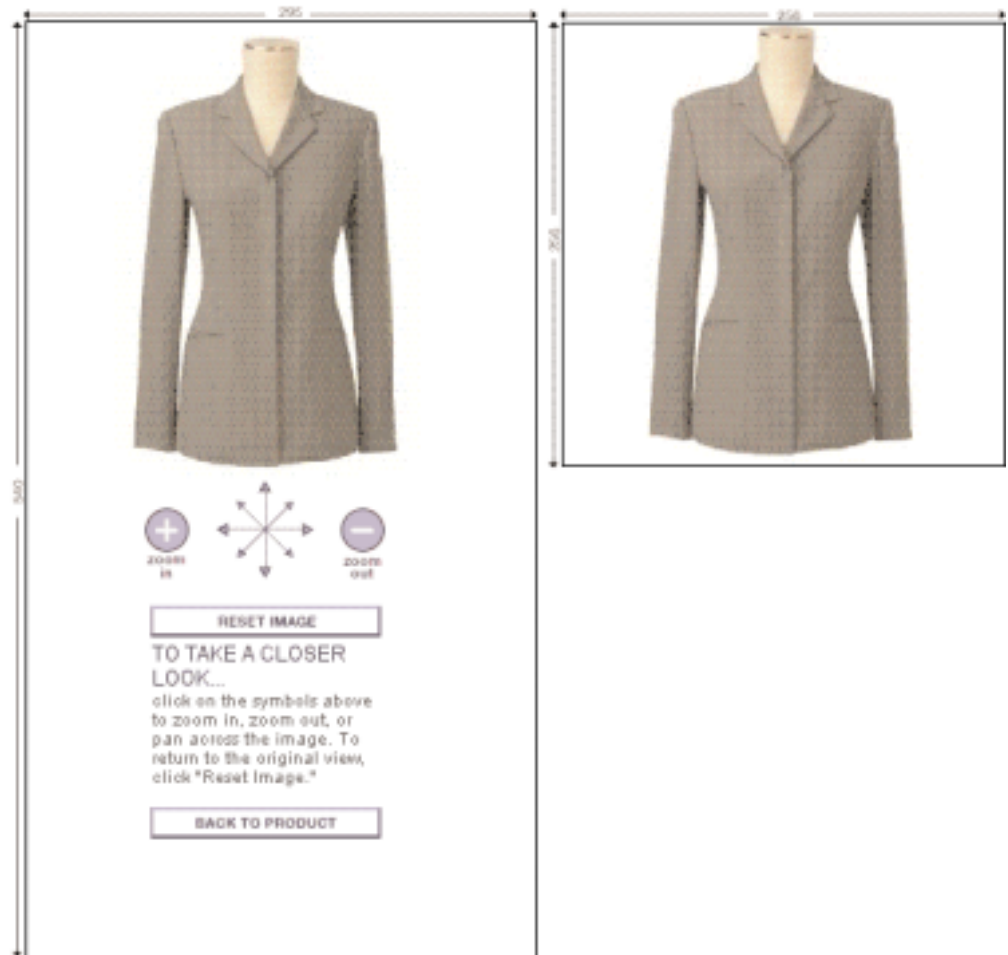
- image should be centered with equal space at left and right
- hang 19/32" or 6 pts from top
- bottommost area of apparel pieces should fall no further than 19/32" or 6pts from bottom



PHOTOGRAPHY GUIDELINES

FRACTAL ZOOM SPECIFICATIONS

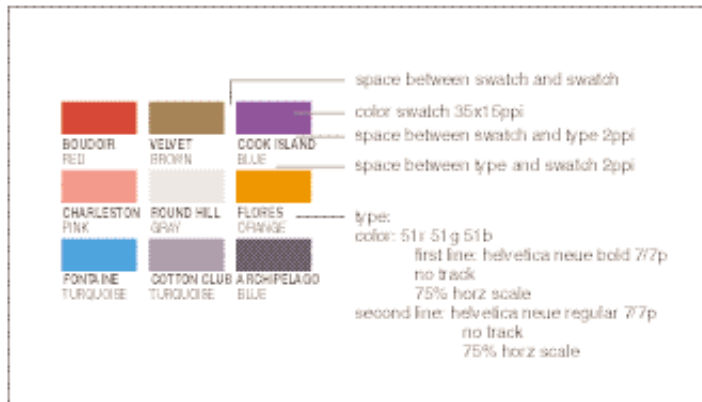
Crop closely to product with the cropping tool set to the following specifications:
Fixed target size of 2000 x 2000 pixels at 72 ppi.



PHOTOGRAPHY GUIDELINES

COLOR SWATCH/COLOR GLOSSARY SPECIFICATIONS

Color Swatch



Color Glossary



PHOTOGRAPHY GUIDELINES

PHOTOGRAPHY NAMING CONVENTIONS

Below please find naming conventions for product and lifestyle photography. Please note that it is imperative to follow these exact guidelines as the back-end system is case sensitive.

Apparel, Non apparel:

Examples:

1. 5 digit style, 4 digit color
Cashmere cardigan, black 37938_6000
2. 5 digit style, 4 digit color with letter. Case sensitive, so use UPPER CASE letters
L/S Merino funnel neck, archipelago blue 38727_1339A
3. 5 digit style, 3 digit color
3/4 sleeve shirt, garnet red 40255_005
4. 5 digit style, 3 digit color with letter. Case sensitive, so use UPPER CASE letters
Wool mock neck, ivory 36419_009C
5. 3 digit style, 1 or 2 digit color
Sheer control top, champagne 554_2
Sheer knee highs, tan 555_51
6. 5 digit style, no colorway
Paisley printed halter, paisley 40538
7. If there are two pieces of clothing shown together (e.g. twinset), the two pieces are separated by an underscore and the color is added after an underscore:
Twinset w/t-neck shell, black 37938_37937_6000

Large, medium and small notes are added as lower case s/m/l at the end of the file name:

37938_6000l.jpg
37938_6000m.jpg
37938_6000s.jpg

36419_009Cl.jpg
36419_009Cm.jpg
36419_009Cs.jpg

438_52l.jpg
438_52m.jpg
438_52s.jpg

PHOTOGRAPHY GUIDELINES

PHOTOGRAPHY NAMING CONVENTIONS (CONTINUED)

If there is NO colorway associated with a style number, the s/m/l to indicate size will be added after an underscore:

40538_s.jpg

40538_m.jpg

40538_l.jpg

Back shots are added with underscore_lower case "back" at the end of the file name, and then s/m/l to indicate size:

Silk Shell, liquid silver

39906_008_backs.jpg

39906_008_backm.jpg

39906_008_backl.jpg

Outfit shots are named as follows:

W1234.jpg

W1234s.jpg

W1234m.jpg

W1234l.jpg

Mood shots and lifestyle shots are named on an individual basis

Color swatches are strictly named for the 3, 4, or number+letter color:

6000.gif

008.gif

2345A.gif

1342B.gif

Color glossary and swatch file names are as follows:

6000_cs.gif -- for a color swatch on a product detail page; has name printed underneath it (left justified)

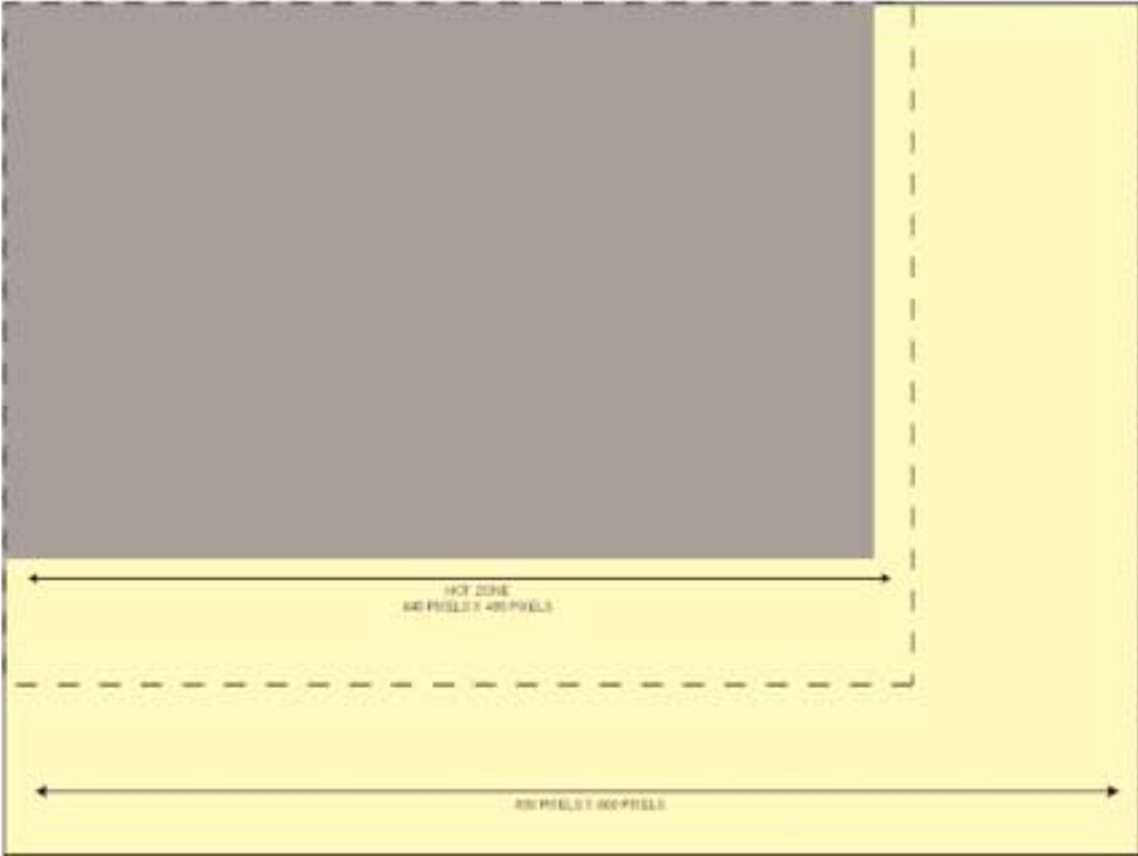
6000_cg.gif -- for a color glossary swatch; has name printed underneath it (centered)

DESIGN GUIDELINES

HOTZONE:

This represents the real estate that the user will be able to see on their screen without having to scroll. The hotzone is based on the standard 800 x 600 pixels (including the browser window).

Anntaylor.com was designed for the 800 x 600 standard browser setting. However, since the 800 x 600 space includes the browser window, anntaylor.com actually uses



DESIGN GUIDELINES

COLOR TREATMENT

All colors used on anntaylor.com must be from the Web-Safe 216 Color Palette*. This is to ensure that the colors look consistent across all browsers and operating systems.

000000	003300	006600	009900	00CC00	00FF00
000033	003333	006633	009933	00CC33	00FF33
000066	003366	006666	009966	00CC66	00FF66
000099	003399	006699	009999	00CC99	00FF99
0000CC	0033CC	0066CC	0099CC	00CCCC	00FFCC
0000FF	0033FF	0066FF	0099FF	00CCFF	00FFFF

330000	333300	336600	339900	33CC00	33FF00
330033	333333	336633	339933	33CC33	33FF33
330066	333366	336666	339966	33CC66	33FF66
330099	333399	336699	339999	33CC99	33FF99
3300CC	3333CC	3366CC	3399CC	33CCCC	33FFCC
3300FF	3333FF	3366FF	3399FF	33CCFF	33FFFF

660000	663300	666600	669900	66CC00	66FF00
660033	663333	666633	669933	66CC33	66FF33
660066	663366	666666	669966	66CC66	66FF66
660099	663399	666699	669999	66CC99	66FF99
6600CC	6633CC	6666CC	6699CC	66CCCC	66FFCC
6600FF	6633FF	6666FF	6699FF	66CCFF	66FFFF

990000	993300	996600	999900	99CC00	99FF00
990033	993333	996633	999933	99CC33	99FF33
990066	993366	996666	999966	99CC66	99FF66
990099	993399	996699	999999	99CC99	99FF99
9900CC	9933CC	9966CC	9999CC	99CCCC	99FFCC
9900FF	9933FF	9966FF	9999FF	99CCFF	99FFFF

CC0000	CC3300	CC6600	CC9900	CCCC00	CCFF00
CC0033	CC3333	CC6633	CC9933	CCCC33	CCFF33
CC0066	CC3366	CC6666	CC9966	CCCC66	CCFF66
CC0099	CC3399	CC6699	CC9999	CCCC99	CCFF99
CC00CC	CC33CC	CC66CC	CC99CC	CCCCCC	CCFFCC
CC00FF	CC33FF	CC66FF	CC99FF	CCCCFF	CCFFFF

FF0000	FF3300	FF6600	FF9900	FFCC00	FFFF00
FF0033	FF3333	FF6633	FF9933	FFCC33	FFFF33
FF0066	FF3366	FF6666	FF9966	FFCC66	FFFF66
FF0099	FF3399	FF6699	FF9999	FFCC99	FFFF99
FF00CC	FF33CC	FF66CC	FF99CC	FFCCCC	FFFFCC
FF00FF	FF33FF	FF66FF	FF99FF	FFCCFF	FFFFFF

* To view the Web-Safe 216 Color Palette on screen, please visit the following website:
www.whatis.com/WhatIs_Definition_Page/0,4152,211495,00.html#table.

DESIGN GUIDELINES

COLOR TREATMENT

Both traditional Ann Taylor colors and seasonal colors are used throughout anntaylor.com. Traditional Ann Taylor colors such as blue and gray are used in the font, buttons, navigation bar, and Wardrobe Advisor column. Seasonal colors are used to display the colors of the season. These are used in the spectrum bar, editorial pages, branding copy, and merchandise page headers (e.g. "Sweaters," "Elements of this Look"). Color themes will change seasonally according to the Ann Taylor assortment.



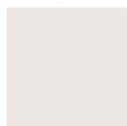
AT_blue
 RGB : 0/0/51
 CMYK : 98.47/95.29/37.25/98.47
 HEX : 000033



AT_dark gray
 RGB : 51/51/51
 CMYK : 62.35/48.63/48.63/47.84
 HEX : 333333



AT_gray
 RGB : 102/102/102
 CMYK : 48.02/36.47/34.51/21.96
 HEX : 666666



AT_light gray
 RGB : 204/204/204
 CMYK : 18.12/12.94/10.2/1.18
 HEX : CCCCCC

TRADITIONAL ANN TAYLOR COLORS



AT_plum
 RGB : 102/0/51
 CMYK : 98.86/96.08/38.82/38.08
 HEX : 680033



AT_pink
 RGB : 204/0/102
 CMYK : 14.12/93.33/21.18/3.53
 HEX : CC0066

DESIGN GUIDELINES

TYPOGRAPHY

The three approved fonts on anntaylor.com are as follows:

Helvetica Neue, Helvetica, and Bauer Bodoni.

Helvetica Neue

Graphics such as the navigation bar are in Helvetica Neue (light, regular, and medium).

Helvetica

H1ML text is in Helvetica (Regular and Bold)

Bauer Bodoni

The seasonal messaging (e.g. Holiday) is in Bauer Bodoni.

Specifications

Font specifications are as follows*:

Navigation Bar

The top row of the navigation bar is a graphic in 9 point Helvetica Neue in CE 45 light, while the bottom row is in CE65 Medium. Rollover text in the navigation bar is H1ML 8 point Helvetica Regular.

Footer

The footer is H1ML in 8 point Helvetica Regular

Headers

Graphic Headers are in 18 point Helvetica Neue Light.

H1ML Headers are in 18 point Helvetica Regular.

Subheaders

Subheaders are in 12 point Helvetica Bold and Regular.

Product Subcategory

Product subcategory copy is 10 point Helvetica Regular H1ML

Product Short Description

The product short description on the product page is in 18 point Helvetica Regular HTML.

Product Copy (Long Description)

The product copy (long description) is in 11 point Helvetica Regular H1ML

DESIGN GUIDELINES

* For exact font and border specifications, please refer to the Appendix

CAPITALIZATION

Since the Ann Taylor brand is expressed in all capital letters, anntaylor.com incorporates this font treatment as much as possible. Capitalization is used throughout anntaylor.com in the following ways:

Capital Letters

Navigation Bar

Footer

Category Headers

Product Short Description

All Copy in Wardrobe Advisor Column

Instructional Copy

Breadcrumbs

Page Headers

Page Subheaders

Browser Titles

Copy Describing Form Fields (e.g. Checkout)

Copy in Buttons

Sentence Case

Copy within a paragraph structure

Underlined Anchor Links

Mousetype-copy in parentheses describing requested action (e.g. Please do not use dashes and or spaces)

Copy Describing Buttons

Blend

The first sentence of the category lifestyle copy should always appear in capital letters. The remainder of this copy should appear in sentence case. This copy is manually entered in Business Station.

DESIGN GUIDELINES

HYPERLINK TREATMENT

To ensure the crisp and clean brand image the following hyperlinks guidelines are used throughout anntaylor.com to ensure the balance between the clean brand image and a positive user experience:

Underlined

- Within a sentence structure, all links should be blue and underlined.
E.g. "[Click here](#) to view the international visitors page."
- All anchor links should be underlined
(e.g. site help sub header anchor links)
- All email anchor links (spawning an email template) should be underlined
(e.g. contact us, site help, privacy & security, etc.)

Not Underlined

The following links should NOT be underlined:

- Icons (buttons, WA logo)
- Words in CAPS
(e.g. SEE MORE IN THIS CATEGORY,) and spectrum bar words
(e.g. SUITS THAT WORK, BUSINESS CASUAL, etc.)
- Anchor link HEADERS in Site Help should NOT be underlined.
(WELCOME, MY ACCOUNT/SUBSCRIPTION UPDATES)

DESIGN GUIDELINES

BUTTON TREATMENT

In order to drive the user toward purchase, anntaylor.com distinguishes between primary and secondary buttons. For example, "Place in Shopping Bag" is treated as a primary button while "Place in Wardrobing Room" is treated as a secondary button. For example:

PRIMARY BUTTONS	SECONDARY BUTTONS	ZOOM BUTTONS
<p>1. RGB 204/204/255 HEX CCGGFF</p> <p>2. RGB 102/102/153 HEX 666099</p> <p>3. RGB 153/153/204 HEX 999CC0</p> <p>4. RGB 153/153/204 HEX 999CC0</p> <p>5. RGB 0/0/51 HEX 000033</p> <p>6. RGB 255/255/255 HEX FFFFFFFF</p>	<p>1. RGB 153/153/204 HEX 999CC0</p> <p>2. RGB 51/51/102 HEX 333366</p> <p>3. RGB 0/0/51 HEX 000033</p> <p>4. RGB 102/102/153 HEX 666099</p> <p>5. RGB 255/255/255 HEX FFFFFFFF</p> <p>6. RGB 0/0/51 HEX 000033</p>	

ANNTAYLOR.COM BUTTON EXAMPLES

LIVE BUTTON EXAMPLES

CHOOSE COLOR FIRST, THEN CHOOSE SIZE AND QUANTITY:

COLOR

SIZE QUANTITY

Size Qty

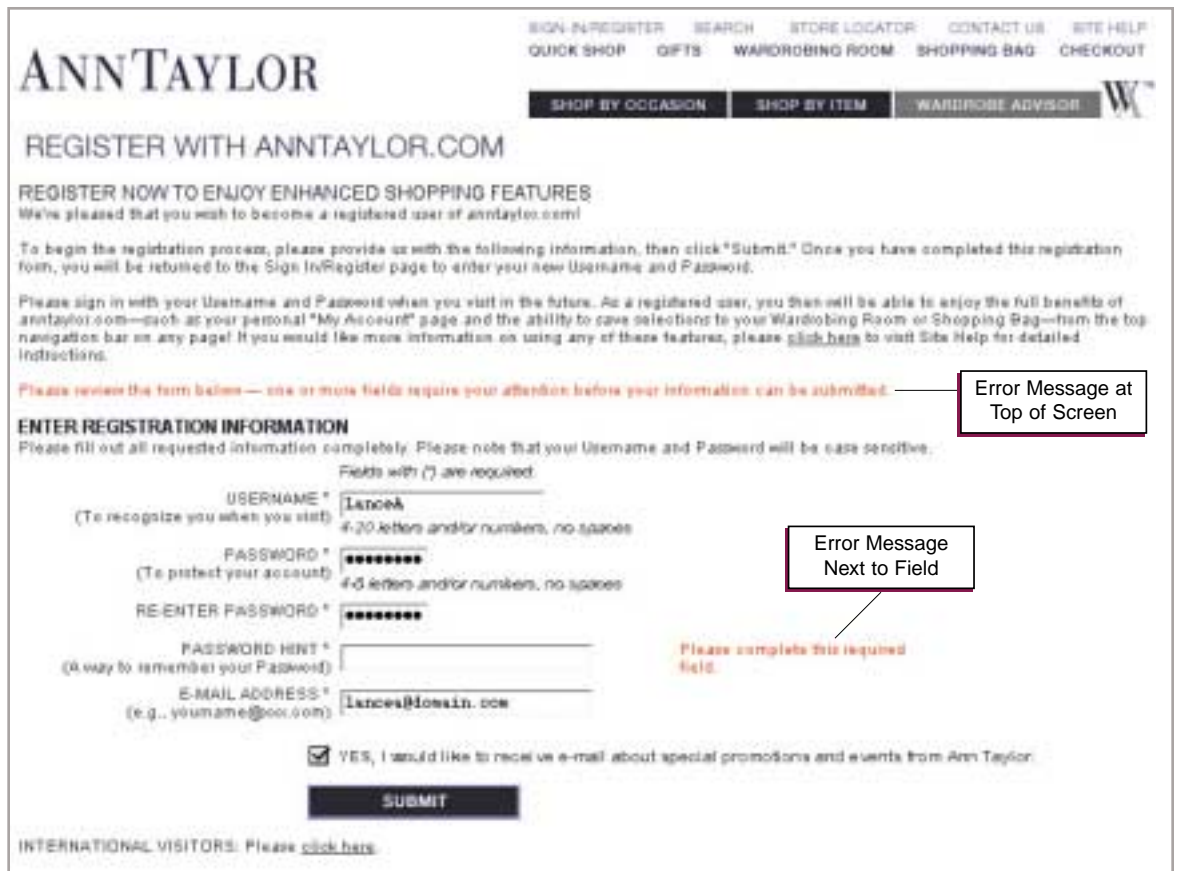
Primary Button

Secondary Button

DESIGN GUIDELINES

ERROR MESSAGING

Error messaging on anntaylor.com is friendly, clear, and concise. If a client makes a mistake, there is a red error message on the top of the page indicating that one or more fields requires the client's attention before proceeding to the next page. The error message always appears in red next to the field that needs the client's attention. Interworld builds the back-end functionality of the error messages while Digitas formats and edits the



DESIGN GUIDELINES

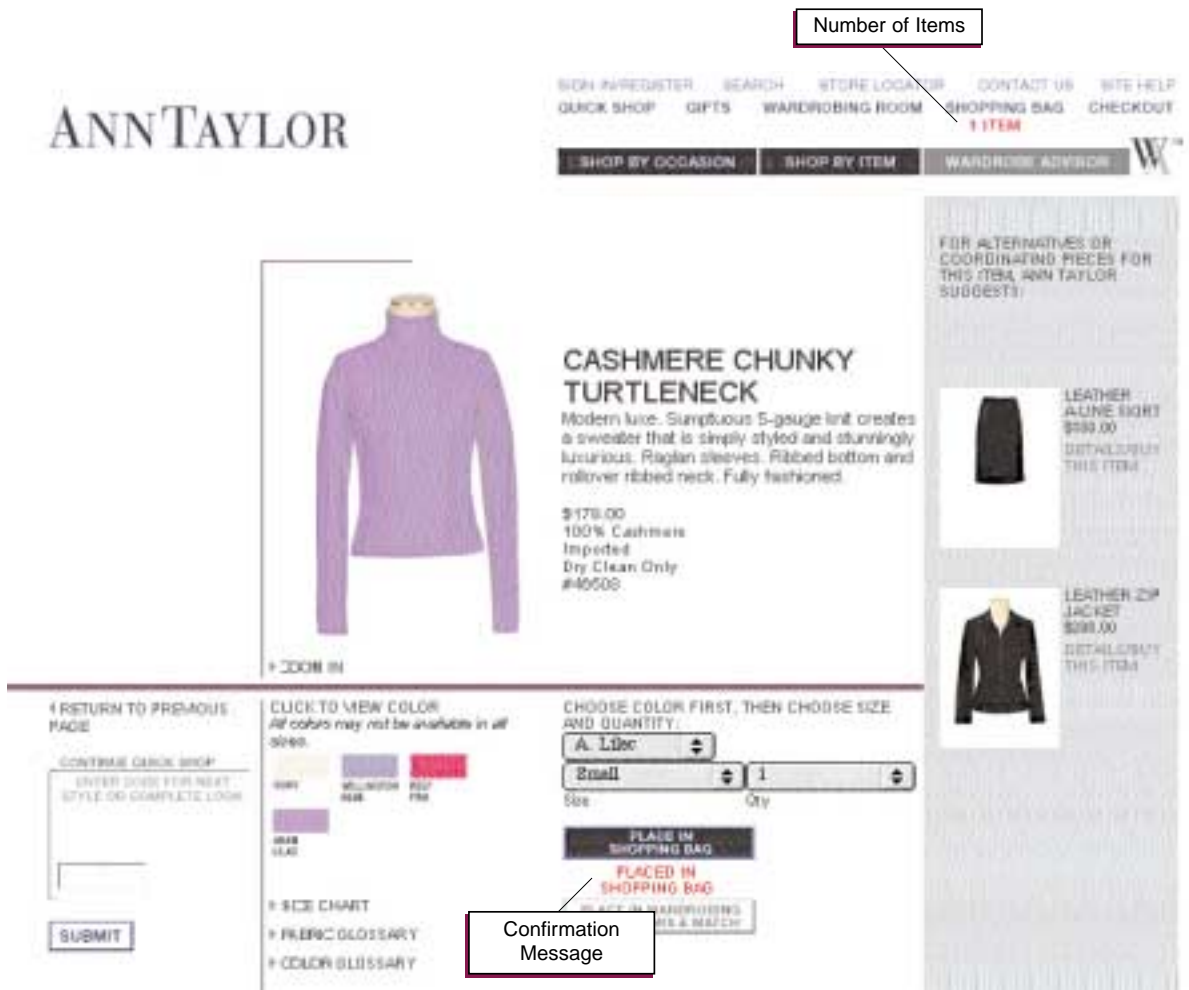
LISTING OF ERROR MESSAGES

A comprehensive list of all error messages on anntaylor.com will be detailed in the next version of the style guide.

DESIGN GUIDELINES

CONFIRMATION MESSAGING

After the client has successfully added an item to her shopping bag or wardrobing room, a red confirmation message appears beneath the button. In addition, the number of items in her shopping bag or wardrobing room is indicated in the beneath the word in the navigation bar.



DESIGN GUIDELINES

GRAPHICS VS . HTML

Graphics and Html are used throughout anntaylor.com in the following ways:

Graphics

Graphics are used on the site to ensure the integrity of the design. No matter what browser is being used, graphics ensure that the design will be presented in a consistent manner. Graphics also allow specific fonts to be used on the site. The main disadvantage of using graphics is that they add to the download time of the page.

Examples of Graphics on anntaylor.com are as follows:

- Navigation Bar
- Logos
- Editorial Zone
- Arrows
- Buttons
- Hangars (thin rule around product images)
- Color Swatches
- Headers on Static Pages (e.g. "Site Help," "Sign In/Register")
- Headers on some Dynamically Generated Pages (e.g. "Shopping Bag"
"Checkout," "My Account")
- Quick Shop instructions on Quick Shop Product Page
- Thin rule around Mix & Match area

DESIGN GUIDELINES

HTML

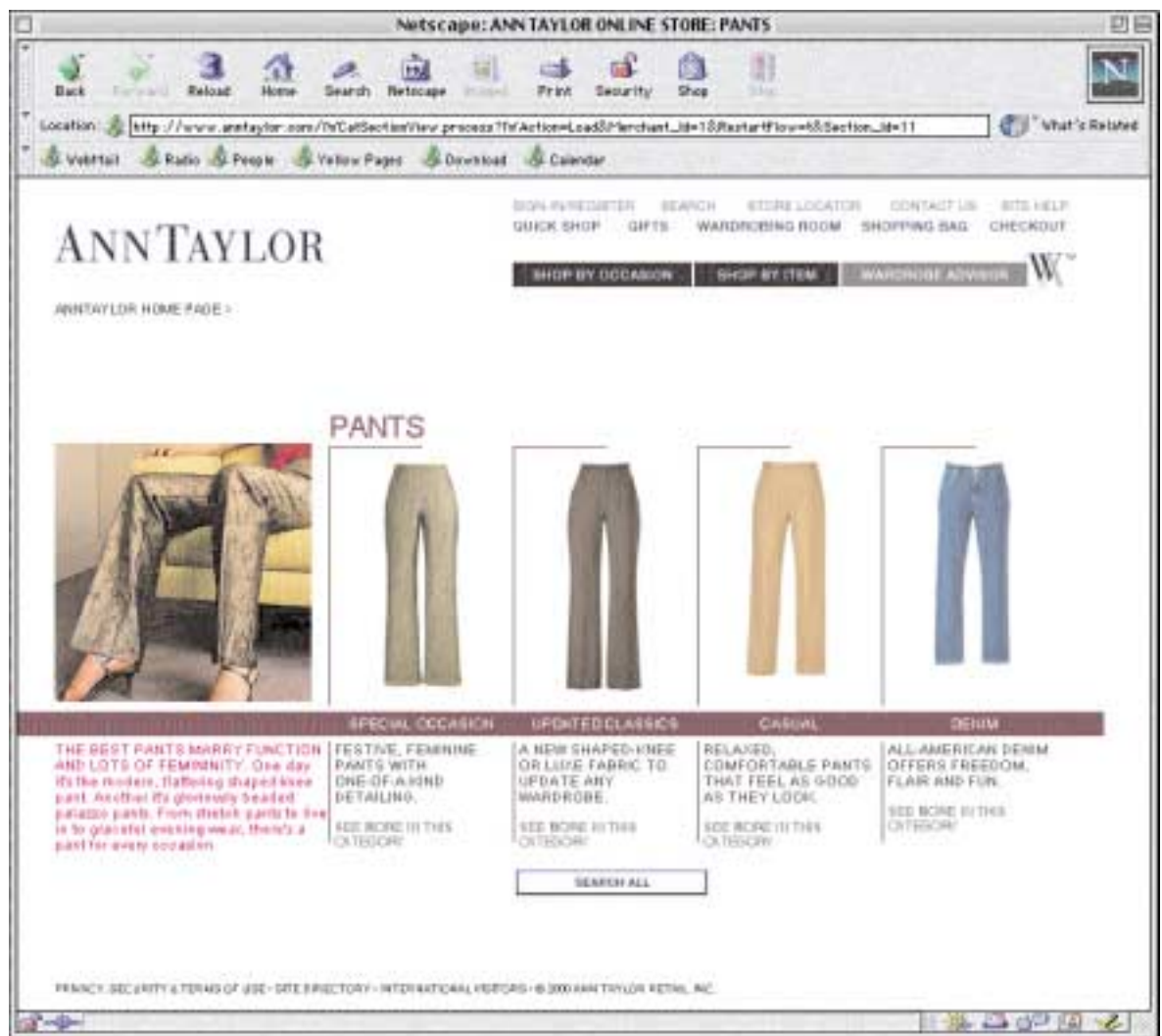
Dynamically generated copy must be displayed in HTML. Examples of HTML on anntaylor.com are as follows:

- Spectrum Bar
- Copy in Spectrum Bar
- Footer
- Dynamically Generated Page Headers (e.g. Sweaters)
- Dynamically Generated Page Copy (e.g. "Red Leather Collarless Jacket, \$298")
- Breadcrumbs
- "See More Work Casual"
- "Return to Previous Page"
- Wardrobe Advisor Column & Copy
- Shop by Item/Occasion dropdown menu
- Size Chart, Fabric Glossary & Color Glossary links on product page
- Color, Size, Quantity Dropdown Menus
- All copy on Shopping Bag and Checkout Pages

DESIGN GUIDELINES

BROWSER TITLES

Browser titles should always begin with the name: "ANN TAYLOR ONLINE STORE." (all capital letters). The second part of the title should be the name of the specific page (e.g. PANTS, MY ACCOUNT, etc.). This is an important branding guideline to follow since the browser title is saved as the title of a bookmark and as the name of the opened window on the browser screen. The home page is simply entitled "ANN TAYLOR ONLINE STORE."



ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES*

Dynamically generated merchandising pages pull from the business station database. The back-end functionality of these pages was built by Interworld, while the presentation layer and front-end functionality was designed and built by Digitas. These pages display the product, subcategory or category the user has selected. Examples of the dynamically generated merchandising pages include:

- Home Page
- Product and Occasion Category Page
- Product Subcategory Page
- Product Page
- Elements of this Look Page

Dynamically generated functional pages require the user to perform a certain action in order to proceed. The back-end functionality of these functional pages was also built by Interworld, while the presentation layer and front-end functionality was designed and built by Digitas. Examples of dynamically generated functional pages include:

- Wardrobing Room
- Item Search
- Wardrobe Advisor
- Wardrobe Advisor Suggestions
- My Account
- Quick Shop
- Shopping Bag
- Checkout Process

STATIC PAGE TEMPLATES*

Static pages were designed and built by Digitas. They are content-driven pages and do not have any back-end functionality. Static pages do not change according to where the user is on the site. Examples of static pages include:

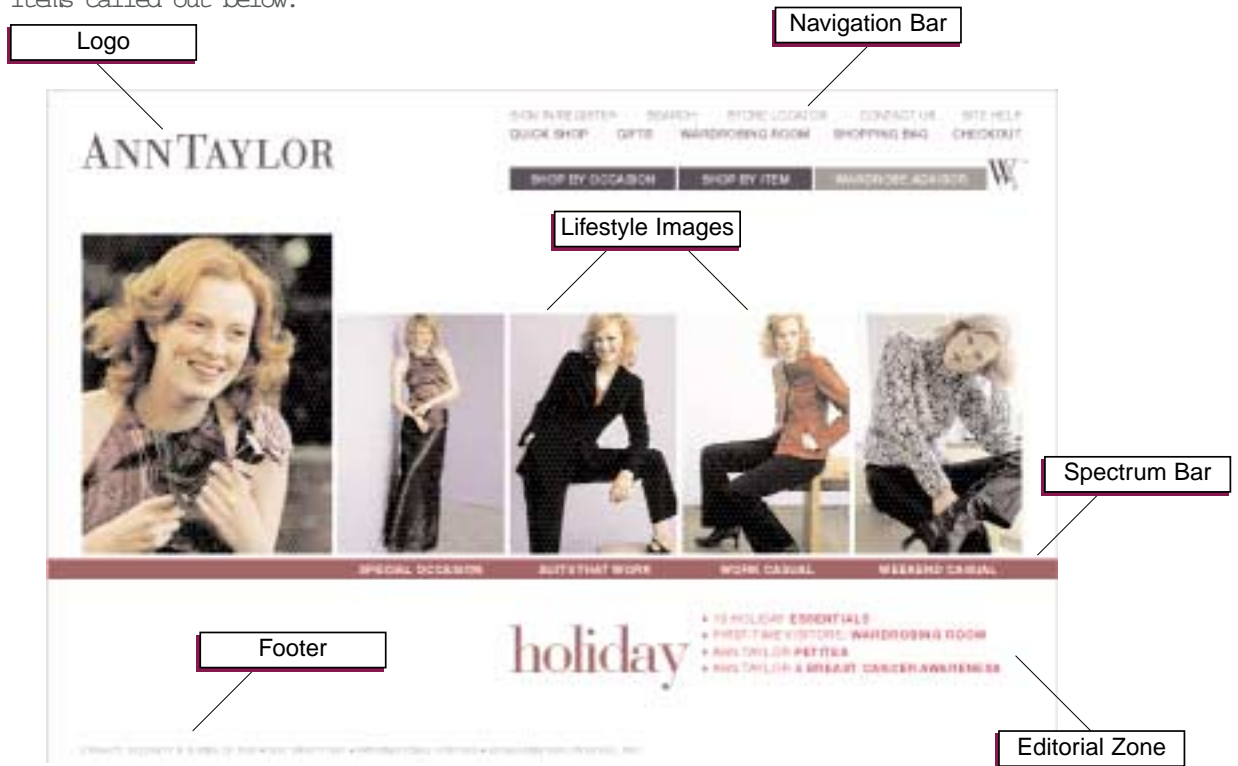
- Contact Us
- Site Help
- Editorials
- Store Locator
- Size Chart
- Color Glossary
- Fabric Glossary
- Browser Detect Page

ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES

Ann Taylor Home Page

The Ann Taylor Home Page reflects the crisp and clean brand image. The lifestyle images reflect Ann Taylor's broad spectrum of wardrobing choices, from the most refined to the most casual. Please see the following pages for a description of the items called out below.



Logo

To maintain its brand integrity, the color of the Ann Taylor logo should always be navy blue. There should always be enough white space around the Ann Taylor logo so that the logo stands out. The logo should always be in the Ann Taylor dark blue color, against the white background of the page. For example, on the Home Page, there should be 50 points from the bottom of the logo to the top of the large image, and 32 points from the top of the logo to the top of the page. There should also be a left gutter measuring 26 points.*



ANNTAYLOR.COM PAGE TEMPLATES

Ann Taylor Home Page (continued)

Lifestyle Images

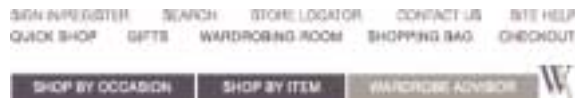
Research has shown that Ann Taylor clients consider Ann Taylor a store that recommends wardrobing solutions from head to toe. Therefore, a key feature of the Online Store is the ability to Shop by Occasion. The main purpose of the Home Page is to direct the client to the Shop by Occasion gateway. This is accomplished through the iconic lifestyle imagery which represents the four types of lifestyle occasions from most refined to most casual: Special Occasion, Suits that Work, Work Casual and Weekend Casual.

Spectrum Bar

The color of the spectrum bar is the primary color of the season. The spectrum bar extends beyond the images to represent Ann Taylor's entire spectrum of wardrobing choices. The concept of the spectrum is pervasive throughout the site.

Editorial Zone

The editorial zone appears at the bottom of the page, above the fold. The editorial is represented with the name of the season followed by the various editorial titles. The entire editorial section is a graphic. The name of the season is the primary seasonal color, while the



editorial titles are the secondary seasonal color.

NAVIGATION BAR*

General

The color of the navigation bar was designed to be neutral in order to match the logo and draw the user's attention to the colorful lifestyle photographs and merchandise featured in the Online Store. The navigation bar is comprised of graphics in shades of the Ann Taylor blue. However, the Wardrobe Advisor is in the contrasting gray in order to draw more attention to it. The navigation bar represents all of the pages and functionality that will be frequently visited by clients. The only part of the navigation bar where mouseover text

ANNTAYLOR.COM PAGE TEMPLATES

appears is beneath Shop by Occasion, Shop by Item, and Wardrobe Advisor. This mouseover text is H1ML type.

*Please refer to the Appendix for exact dimensions and specifications.

Ann Taylor Home Page (continued)

Shop by Occasion and Shop by Item

When the client scrolls over Shop by Occasion or Shop by Item, the occasion and item categories appear beneath that graphic. As the client scrolls over each category, the

MY ACCOUNT SEARCH STORE LOCATOR CONTACT US SITE HELP
QUICK SHOP GIFTS WARDROBING ROOM SHOPPING BAG CHECKOUT

"Signed In"
Navigation bar

BY OCCASION SHOP BY ITEM WARDROBE ADVISOR



particular word is "highlighted" with grey H1ML shading and the color of the word also changes to a contrasting color.

Signed In Status

If the client is anonymously browsing anntaylor.com, the navigation bar reads "Sign In/Register". If the user wishes to sign in or register with anntaylor.com, they

MY ACCOUNT SEARCH STORE LOCATOR CONTACT US SITE HELP
QUICK SHOP GIFTS WARDROBING ROOM SHOPPING BAG CHECKOUT
1 ITEM 1 ITEM

SHOP BY OCCASION SHOP BY ITEM WARDROBE ADVISOR



would click these words. However, when the client has signed in to anntaylor.com, the navigation bar changes to "My Account." The My Account page gives the client access to her personal information. Please note that anntaylor.com does not use persistent cookies to recognize users. If the client signs in to anntaylor.com, she is only recognized as a registered user during that particular session.

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Confirmation Messaging

When the user has added an item to her shopping bag or wardrobing room, the

ANNTAYLOR.COM PAGE TEMPLATES

number of items is indicating beneath the shopping bag or wardrobing room in the navigation bar. These numbers are graphics.

Footer:

The footer appears at the bottom of each page. Its purpose is to provide easy access to the Privacy & Security Statements, Site Directory, and International Visitors pages.

DYNAMICALLY GENERATED PAGE TEMPLATES



First Sentence in CAPS



ANNTAYLOR.COM PAGE TEMPLATES

The spectrum concept is the theme of this page as items are displayed from the most refined to the most casual. The purpose of the lifestyle image is to warm up the page. Branding copy beneath the lifestyle image always begins the first sentence in all CAPS while the rest of the copy continues in sentence case. In order to ensure easy navigation, both the image and copy are "clickable." The hanger is used to frame the images in an organized and clean manner. It was designed to resemble items displayed on hangers in Ann Taylor stores.

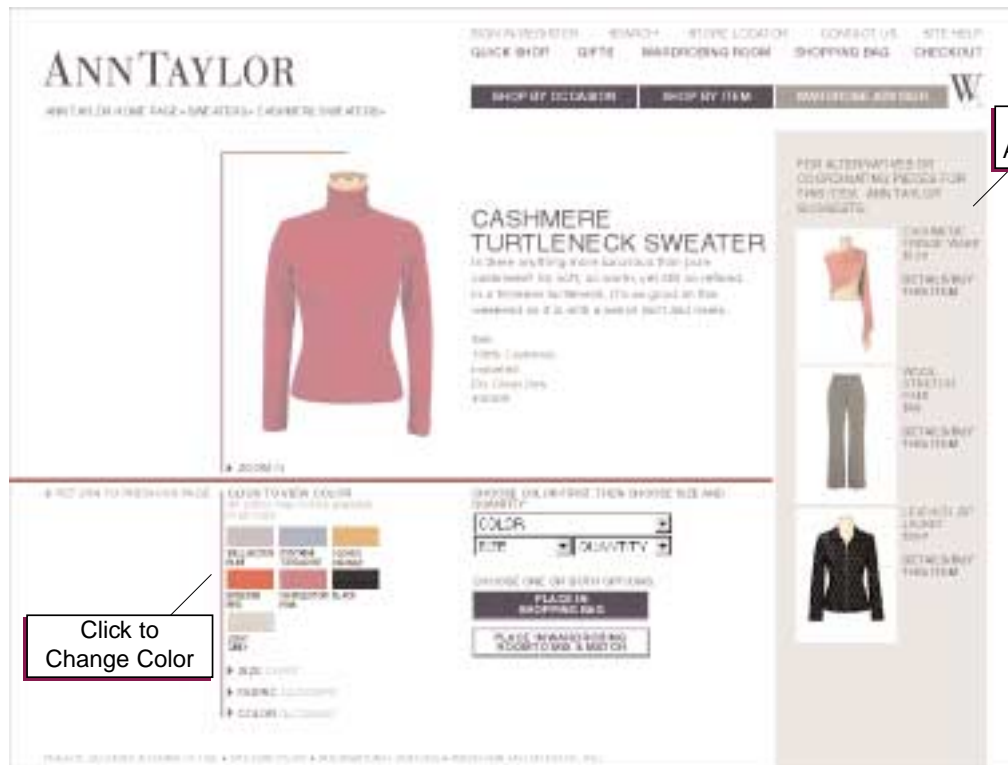


ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES

Product Subcategory Page

The subcategory page always displays up to five images. The client can click "See More Sweaters" if there are more items to view. The short description and price appear beneath each image. "Breadcrumbs" allow the client to return to previously



ANNTAYLOR.COM PAGE TEMPLATES

visited sections of the sites. Breadcrumbs only appear on merchandise related pages.

DYNAMICALLY GENERATED PAGE TEMPLATES

Product Page

The product page offers the client the ability to view the item in all available colors by simply clicking the color swatches. Ann Taylor suggests complementary items in the Wardrobe Advisor column.

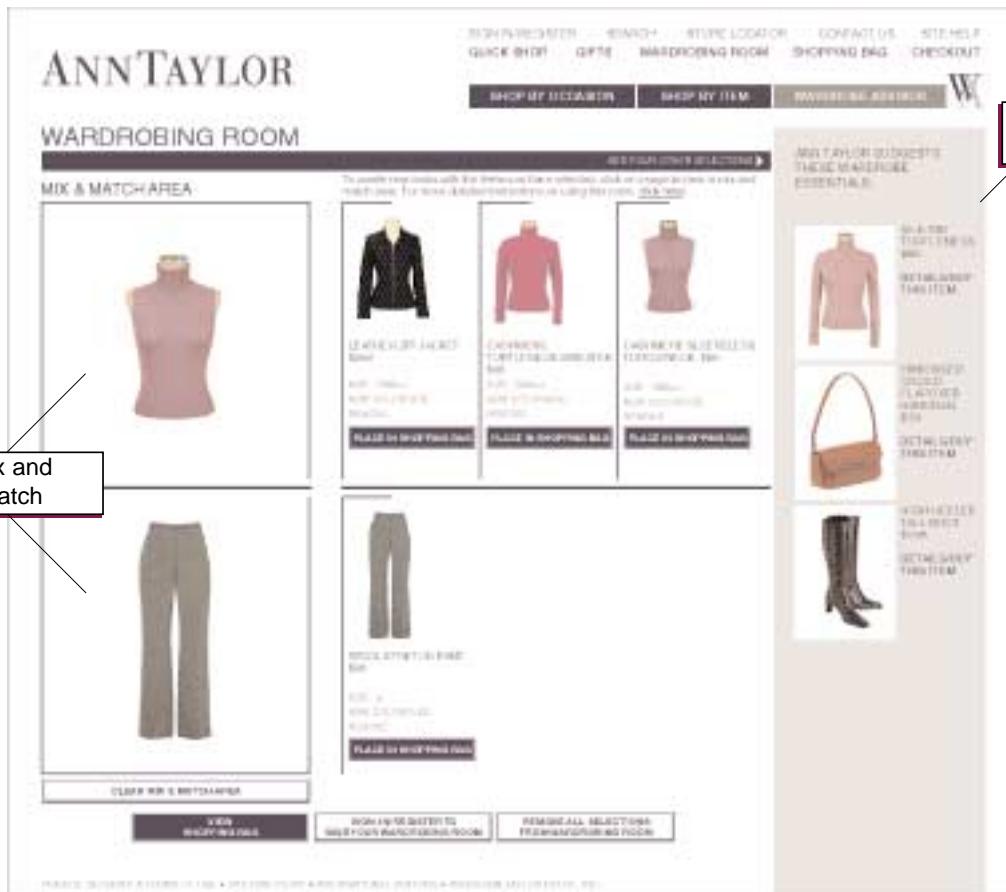


ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES

Elements of this Look Page

The Elements of this Look Page is one of the key pages of anntaylor.com. The page



Mix and Match

Wardrobe Advisor Column

ANNTAYLOR.COM PAGE TEMPLATES

features an image of the entire outfit with images of each separate component of the outfit. Each component of the outfit is displayed in the default color assigned by the merchants in business station. The client can click the swatches to change the colors of each item and can buy any element of the look. Ann Taylor suggests complementary items in the Wardrobe Advisor column.

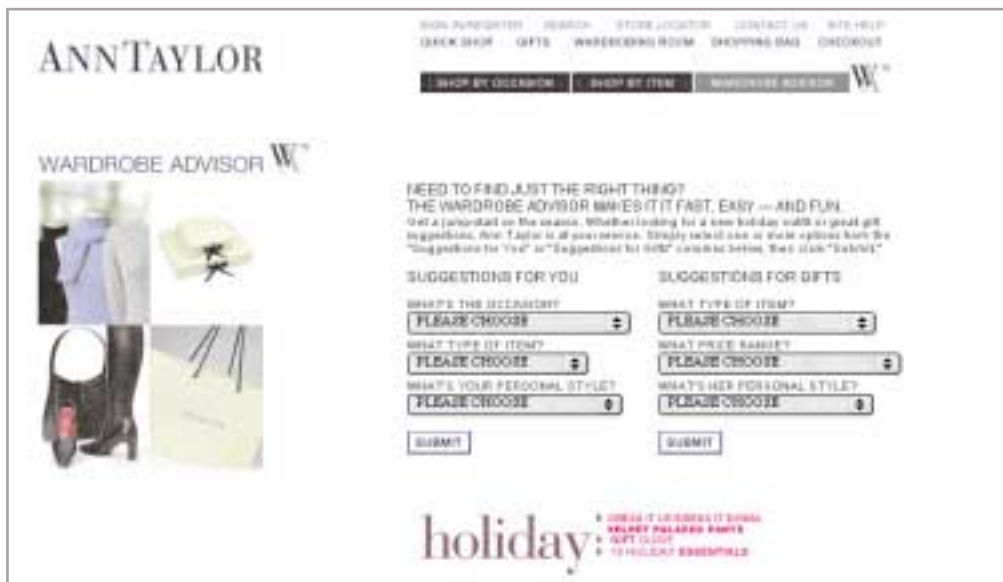
The screenshot shows the Ann Taylor website's search interface. At the top, there is a navigation bar with links for SIGN IN/REGISTER, SEARCH, STORE LOCATOR, CONTACT US, SITE HELP, GIVE A GIFT, WARDROBE ROOM, SHOPPING BAG, and CHECKOUT. Below this is a secondary navigation bar with buttons for SHOP BY OCCASION, SHOP BY ITEM, and WARDROBE ADVISOR, along with a 'W' logo. The main content area is titled 'ITEM SEARCH' and features a large image of a blue dress with red accents. To the right of the image, there is a search form with the heading 'LET US HELP YOU FIND JUST THE RIGHT THING'. The form includes a text box for 'ENTER SEARCH CRITERIA' and three dropdown menus for 'ITEM', 'COLOR', and 'FABRIC', each with a 'PLEASE CHOOSE' option. Below these is a text box for 'ENTER KEYWORD SEARCH' and a 'SUBMIT' button. At the bottom of the form, there is contact information: 'Any questions? E-mail us at shop@anntaylor.com or call 1.800.DUAL.ANN (1.800.342.2222) anytime.' Three callout boxes with arrows point to specific elements: 'Search by One or All Criteria' points to the dropdown menus, 'Thesaurus Available' points to the keyword search box, and 'Contact Us Information' points to the contact details at the bottom.

ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES

Wardrobing Room

The Wardrobing Room offers the client the ability to mix and match items and accessories. The Wardrobe Advisor column offers suggestions for essentials of the season.



DYNAMICALLY GENERATED PAGE TEMPLATES

Search



ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES

Quick Shop Page

Quick Shop enables instant shopping for items or looks featured in Ann Taylor mailers or national advertisements by simply entering style, item, or W Code. Clients can also enter a style or SKU number from the in-store tag. The featured image should be a generic mailer image with a price tag from the store. The style and SKU numbers are highlighted on the tag.



ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES

Shopping Bag

The shopping bag displays thumbnail images of all selected items.

The screenshot shows the ANNTAYLOR shopping bag interface. At the top, there is a navigation bar with links for 'NON-REGISTERED', 'SEARCH', 'STORE LOCATOR', 'CONTACT US', 'SITE HELP', 'QUICK SHOP', 'GIFTS', 'WARDROBE ROOM', 'SHOPPING BAG', and 'CHECKOUT'. Below this is a secondary navigation bar with 'SHOP BY OCCASION', 'SHOP BY ITEM', and 'WARDROBE ADVISOR'. The main heading is 'SHOPPING BAG'. Below the heading are instructions: 'BELOW PLEASE FIND THE ITEMS IN YOUR SHOPPING BAG — CLICK ON "PROCEED TO CHECKOUT" BUTTON AT BOTTOM OF PAGE'. There are four sub-instructions: 'TO CHANGE QUANTITY', 'TO CHANGE SIZE OR COLOR', 'TO ADD MORE OF AN ITEM', and 'TO REMOVE AN ITEM'. The main content area is a table with columns: ITEM, SIZE, COLOR, PRICE, QUANTITY, SUBTOTAL, and REMOVE. One item is listed: 'LEATHER A-Line SKIRT' with a size of '2', color of 'Black', price of '\$199.00', and a quantity of '1'. The subtotal is '\$199.00'. To the right of the table is a 'SPECIAL MESSAGE BOX' containing a holiday shopping promotion. Below the table is a 'PRIMARY BUTTON - Proceed to Checkout'. To the right of the table are three buttons: 'UPDATE YOUR SHOPPING BAG', 'CONTINUE SHOPPING', and 'SIGN IN/REGISTER TO SAVE YOUR SHOPPING BAG'. Below these buttons is a 'CLICK TO SAVE SHOPPING BAG' button. At the bottom of the page is a 'RETURN INFORMATION AND CONTACT US' button. The page also includes a note about the maximum order quantity and a disclaimer about item removal from the shopping bag.

ITEM	SIZE	COLOR	PRICE	QUANTITY	SUBTOTAL	REMOVE
LEATHER A-Line SKIRT	2	Black	\$199.00	1	\$199.00	<input type="checkbox"/>
SHOPPING BAG SUBTOTAL					\$199.00	

ENTER PROMOTIONAL CODE # and click "Update Your Shopping Bag"

Special Message Box

Click to Update Shopping Bag

Click to Continue Shopping

Click to Save Shopping Bag

Primary Button – Proceed to Checkout

Clear Instructions

Return Information and Contact Us

ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES

Checkout Step 1 of 3

The checkout process was designed as a three step process. Step 1 asks for the client's registration and billing information.

MY ACCOUNT SEARCH STORE LOCATOR CONTACT US SITE HELP
QUICK SHOP GIFTS WARDROBING ROOM SHOPPING BAG CHECKOUT
1 ITEM 3 ITEMS

SHOP BY OCCASION SHOP BY ITEM WARDROBE ADVISOR

ANN TAYLOR

CHECKOUT: STEP 1 OF 3 YOUR INFORMATION

ANNTAYLOR.COM REGISTRATION, BILLING AND PAYMENT

Please take a moment to complete the registration, payment and billing information before we complete your Checkout Process. You can always update your anntaylor.com information from your My Account page any time. As a registered user, you can also take advantage of Express Checkout to make your online shopping experience even more fast and convenient. If you have any questions about the Checkout Process please e-mail us at customerhelp@anntaylor.com or call 1.800.DIAL.ANN (1.800.342.6266) anytime. All items may be exchanged or returned to any Ann Taylor Store.

Please note that if you leave the Checkout Process, your information will not be saved.

REGISTRATION INFORMATION

Please fill out all requested information completely. Please note that your Username and Password will be case sensitive.
Fields with () are required.*

E-MAIL ADDRESS*
(e.g. yourname@boc.com)

TITLE*

FIRST NAME*

LAST NAME*

DAYTIME PHONE*
(Enter 10 digits with no spaces, blank or dashes)

EVENING PHONE
(Enter 10 digits with no spaces, blank or dashes)

Yes, I would like to receive e-mail about special promotions and events from Ann Taylor.
 Yes, I would like to receive information from Ann Taylor in the mail.

PAYMENT INFORMATION

You may pay for your items with a credit card, an Ann Taylor E-Gift Certificate, or a combination of both.
Fields with () are required.*

CREDIT CARD

To use a credit card you have registered with anntaylor.com, please choose it from the pull-down menu below, to populate the information into the payment information fields. If you wish to register a new credit card, choose "Add a New Credit Card" in the pull-down menu, then complete the fields below. Remember you can update your credit card information at any time by visiting "My Account" after signing in to anntaylor.com.

SELECT CARD TO USE:

CARD TYPE*

Return Information

Registration embedded in Checkout Process

ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES

Checkout Step 2 of 3

This step asks for the client's shipping information and gift wrapping option. So that the page is not cluttered, instructions for special shipping options appear in a daughter window if the user clicks for more information.

ANN TAYLOR

[MY ACCOUNT](#) [SEARCH](#) [STORE LOCATOR](#) [CONTACT US](#) [SITE HELP](#)
[QUICK SHOP](#) [GIFTS](#) [WARDROBE ROOM](#) [SHOPPING BAG](#) [CHECKOUT](#)
1 ITEM 3 ITEMS

SHOP BY OCCASION
SHOP BY ITEM
WARDROBE ADVISOR

CHECKOUT: STEP 2 OF 3

SHIPPING INFORMATION

SHIPPING ADDRESS, SHIPPING METHOD AND GIFTING OPTIONS

SECTION A: SHIPPING OPTIONS

TO SHIP ALL ITEMS TO ONE ADDRESS, check here then proceed to Section B.

OTHER SPECIAL OPTIONS:

To learn about the special shipping features listed below, simply click on topic link for detailed instructions.

[Shipping to multiple addresses](#)

[Shipping quantities of the same item to more than one address](#)

[Shipping gift and non-gift items to the same address](#)

ITEM	SIZE	COLOR	PRICE	HOW MANY TO ADDRESS BELOW?	QUANTITY	SUBTOTAL	SHIP TO ADDRESS BELOW	
SILVER BEADED CAMISOLE		8	L. Silver	\$118.00	1 <input type="text" value="1"/>	1	\$118.00	<input type="checkbox"/>
VELVET 3/4-SLEEVE SHIRT		8	6. Red	\$78.00	2 <input type="text" value="2"/>	2	\$156.00	<input type="checkbox"/>

QUANTITY UPDATE

Click here if you split quantities of any item above.

SECTION B: ENTER SHIPPING ADDRESS.

TO SHIP TO YOUR BILLING ADDRESS, check here then proceed to section C. (Checking here will override any other shipping address listed below.) IF THIS ORDER IS NOT BEING SHIPPED TO YOUR BILLING ADDRESS, PLEASE FILL OUT THE FIELDS BELOW.

Fields with (*) are required.

RECIPIENT NAME *

ADDRESS LINE 1 *

Click for Specific Instructions

ANNTAYLOR.COM PAGE TEMPLATES

DYNAMICALLY GENERATED PAGE TEMPLATES

Checkout Step 3 of 3

All pertinent information is presented to the client to allow her to thoroughly review her order before it is submitted.

ANN TAYLOR

[MY ACCOUNT](#) [SEARCH](#) [STORE LOCATOR](#) [CONTACT US](#) [SITE HELP](#)
[QUICK SHOP](#) [GIFTS](#) [WARDROBE ROOM](#) [SHOPPING BAG](#) [CHECKOUT](#)
1 ITEM 3 ITEMS

SHOP BY OCCASION
SHOP BY ITEM
WARDROBE ADVISOR

CHECKOUT: STEP 3 OF 3

ORDER CONFIRMATION

Below please find the details of your order. To complete the checkout process, simply click "Submit Order" button at top OR bottom of page. Your order will be processed immediately. If you have any questions about the checkout process please e-mail us at clientservices@anntaylor.com or call 1.800.DIAL.ANN (1.800.342.6266) anytime. All items may be exchanged or returned to any Ann Taylor Store.

BILLING ADDRESS:
Lance Armstrong
355 Park Ave South
3rd Floor
New York, NY 10010

CREDIT CARD INFORMATION:
Visa
*****1111

PAYMENT INFORMATION:
Credit Card: \$300.37
ORDER TOTAL: \$300.37

SUBMIT ORDER

ITEM	SIZE	COLOR	PRICE	QUANTITY	TOTAL	SHIPPING OPTIONS	SHIP TO
	M	L Silver	\$110.00	1	\$110.00	Standard Ground Shipping	Lance Armstrong 355 Park Ave South 3rd Floor New York, NY 10010
	M	G. Red	\$70.00	2	\$140.00	Standard Ground Shipping	Lance Armstrong 355 Park Ave South 3rd Floor New York, NY 10010

ORDER SUBTOTAL:	\$ 274.00
GIFT BOX / MSG:	\$ 0.00
TAX:	\$ 11.37
SHIPPING:	\$ 15.00
ORDER TOTAL:	\$ 300.37

SUBMIT ORDER

ANNTAYLOR.COM PAGE TEMPLATES

STATIC PAGE TEMPLATES

Contact Us

If the client would like to contact anntaylor.com via email, she is offered a comprehensive listing of subject headings from which to choose. All other contact information is listed beneath the email information.

All phone and fax numbers for anntaylor.com should be spelled out completely (vanity number and numeric number). Phone numbers should have a period to break up the numbers (e.g. 1.800.DIAL.ANN)

ANN TAYLOR

SIGN/REGISTER SEARCH STORE LOCATOR CONTACT US SITE HELP
 QUICK SHOP GIFTS WARDROBING ROOM SHOPPING BAG CHECKOUT

SHOP BY OCCASION SHOP BY ITEM WARDROBE ADVISOR

CONTACT US

ANN TAYLOR
 COURTESY

AT ANYTIME
 It's our mission at Ann Taylor to help you be at your best—AT Anytime! By developing an ongoing relationship with you, we can help you build a wardrobe that allows you to express your individual sense of style. We've designed our Online Store aimed at your needs, and your comments and suggestions are vital in helping us meet those needs.

If you have any immediate questions while shopping, please visit our [Site Help](#) page to help make your shopping experience on the Ann Taylor Online Store as fun and simple as possible!

If there are ways that we can better delight you, please don't hesitate to let us know. You can contact us through whatever means is most convenient for you. Our Ann Taylor Client Associates are always ready to assist you—24 hours a day, 7 days a week.

By E-mail:
 To send us an e-mail, please choose the subject heading below that relates to your question or comment:

Order Inquiries	Merchandise/Product Inquiries
Returns/Exchanges	Shipping/Orders
Credit Card Inquiries	Site Feedback
Technical Issues	Service Feedback
Retail Store Feedback	Vendor Relations
Public Relations/Media Inquiries	Other Feedback or Comments

Please allow us to 72 hours to receive a response.

By Phone: 1.800.DIAL.ANN (1.800.342.5266)
 Fax: 1.800.2FAR.Ann (1.800.232.9299)
 Toll: 1.877.551.9499
By Mail: ANN TAYLOR CLIENT SERVICES
 100 ANN TAYLOR DRIVE
 P.O. BOX 571650
 TAYLORSVILLE, UT 84117-1650

Email Topics

Phone Number is written numerically

ANNTAYLOR.COM PAGE TEMPLATES

STATIC PAGE TEMPLATES

Site Help

Site Help offers answers to frequently answered questions on anntaylor.com. If the client is unable to find answers to her questions, she is given the option to contact Ann Taylor.

Copy on the first page of Site Help should be minimal in order to keep the page neatly aligned.

ANN TAYLOR

HOME SHOP GIFTS WARDROBE ROOM SHOPPING BAG CHECKOUT

SHOP BY OCCASION SHOP BY ITEM WARDROBE ADVICE

SITE HELP

ANN TAYLOR COURTESIES

ASSISTANCE AND ANSWERS FOR YOUR ANNTAYLOR.COM QUESTIONS

The Ann Taylor Online Store was designed to make your online shopping experience as simple and fun as possible. We understand that you might have a few questions regarding shopping or browsing the Online Store, so please see below—you may find the answer to your question right at your fingertips! You might also wish to view our [Site Directory](#), an easy-to-use index of all pages on anntaylor.com. Just click on any of the topics and you'll jump to the section where it is addressed.

If you still have difficulties after reading our suggestions, please [contact us](#). Ann Taylor Client Assistance will gladly assist you—24 hours a day, 7 days a week.

WELCOME
 Introduction to anntaylor.com
 A Few Basic Tips

CLIENT SERVICES

MY ACCOUNT
 SUBSCRIPTION UPDATES
 Details of Subscriptions
 How to Verify Registration
 How to Cancel Your Subscription
 How to Change Your Username
 How to Update Your Password
 Address Book
 Update Your Account Profile

SHOPPING FEATURES ON ANNTAYLOR.COM
 Shop by Item
 Shop by Occasion
 Shop Our Product Master
 View Our Store Search Results
 Search by Category
 Search by Keyword
 Keyword Search Tips

RETURNING AND EXCHANGES
 By Mail
 At Stores
 For Gifts
 Via 1-800-444-4444
 Return Policy
 Damaged or Incorrect Goods
 Return Procedures
 Return Credit
 Unused Packages
 Price Adjustments

GIFTS & GIFT CERTIFICATES
 Gift Finding Services
 Gift Certificates
 In-Store Personalized Gift Certificates
 Purchases
 Returns
 Redeeming In-Store
 List or Online Gift Cert.
 Online E-Gift Certificates
 Purchasing Online
 Sending Online
 Redeeming Online
 Cardless Returns
 List to Gift List to
 Source Multiple Gifts

Wardrobe Advice™
 Introduction
 Knowledge "Go To"
 Suggestions "Go To"

STORE INFORMATION
 Ann Taylor Stores and Locations

Main section title is all caps, bold

Subsections are in initial caps

Items beneath subsections are indented once

Sub-items are double-indented

ANNTAYLOR.COM PAGE TEMPLATES

STATIC PAGE TEMPLATES

Site Help

The screenshot shows the 'GIFTS & GIFT CERTIFICATES' page on anntaylor.com. The page has a navigation bar at the top with links for HOME, WISCONSIN, SEARCH, STORE LOCATOR, CONTACT US, and WYS HELP. Below the navigation bar are buttons for SHOP BY OCCASION, SHOP BY ITEM, and SHOPPING HISTORY. The main content area is titled 'GIFTS & GIFT CERTIFICATES' and contains several sections: 'Gift Basing Services', 'Gift Certificates', 'In-Store Paper Gift Certificates', and 'Sending In-Store Paper Gift Certificates'. Annotations on the right side of the page point to specific elements: 'Main section title: all caps, bold' points to the 'GIFTS & GIFT CERTIFICATES' header; 'Subsections: initial caps, bold' points to the 'Gift Certificates' section header; 'Item under subsection: one indent, bold' points to the 'In-Store Paper Gift Certificates' section header; 'Sub-items: double-indented, bold italic header with bullet, sentence case' points to the first bullet point under the 'In-Store Paper Gift Certificates' section; and 'Any bulleted copy beneath a bullet is indented three times' points to the second bullet point under the 'In-Store Paper Gift Certificates' section.


ANNTAYLOR.COM PAGE TEMPLATES

Anntaylor.com offers the client the ability to search by item, color, or fabric. In addition, the client can enter text into the free text box.


DYNAMICALLY GENERATED PAGE TEMPLATES

Wardrobe Advisor


The Wardrobe Advisor offers the client the ability to search for items or outfits for herself or for a gift. The specific questions and choices should be tailored for the season.












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[QUICK SHOP](#) | [GIFTS](#) | [WARDROBE ROOM](#) | [SHOPPING BAG](#) | [CHECKOUT](#)

SHOP BY OCCASION
SHOP BY ITEM
WARDROBE ADVISOR


10 HOLIDAY ESSENTIALS



THIS MONTH WE'VE BROUGHT TOGETHER A CLASSIC PATTERN AND A FASHION-FORWARD SILHOUETTE. The result? A graceful evening ensemble that reminds us that sometimes the pleasures better than one. The **curlicu sashes gathered tulle** fastens behind the neck with silver cords that drape dramatically down the open back, while pure silk organza creates the layers of the feminine **hugoboss**.

 <p>1 FANCY PANTS Introducing the evening pant! It's the newest look for a special night out. Try luxe fabrics like silk, tulle, velvet or organza, and dazzling embellishment.</p>	 <p>2 SOMETHING VELVET Isulgent and apsect, velvet lends a festive touch to modern silhoues like the halter.</p>	 <p>3 ANYTHING IN OUR SIGNATURE PAISLEY With prints and patterns a recent fashion story, consider the body-fused pattern. Add sophistication to a robe, a clutch, wrap—and even adorn a hat!</p>
 <p>4 AN EMBELLISHED TOP It's the talked way to update a holiday look. Try a halter and cascade with bea-on-tone beading or sequins.</p>	 <p>5 A DAY TO DINNER SUIT Elegant, classic and modern styling and details give this piece the presence that goes from day to dinner with ease.</p>	 <p>6 A WRAP TOP To truly dramatic and feminine silhouette is made festive for holiday in luxurious satins, silks and silk matching.</p>
 <p>7 A TURTLENECK It's the essential essential of the season. Consider one in every fiber, from refined silk cashmere.</p>	 <p>8 A STRAPPY SHOE High-heeled sandals are hot—the stiletto and the strappy—the better.</p>	 <p>9 AN EVENING CLUTCH The new season for all-out glamour, making the draped clutch the obvious choice for the ultimate big-night-out accessory.</p>

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Wardrobe Advisor Suggestions

The Wardrobe Advisor will suggest items and/or outfits based on the client's criteria.

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ANN TAYLOR

ANN TAYLOR PETITES

Sign In/Register | Search | Store Locator | Contact Us | Site Help
 Quick Shop | Gifts | Wardrobe Room | Shopping Bag | Checkout

Shop by Occasion | Shop by Item | **Wardrobe Advisor**

If you're looking for a comprehensive selection of Petite clothing, you're in luck at anntaylor.com!

Ann Taylor has been tailoring clothes for petite-sized women for several years! Through we began with mainly accessories—purses and separates—we have now expanded our product offering across the entire range of our wardrobe spectrum. That means today, petites can find a large selection of clothing and accessories, from the most basic of special-occasion dressing to the most casual weekend wear. Petites can use Ann Taylor as a one-stop-shopping place for all their wardrobe needs.

Obviously, petite clothes get the same amount of attention as missus-sized garments. Petite products are not just cut short—they are proportionally sized all over and TAILORED TO FIT. This means lengths of skirts and pants are cut shorter, as well as jacket sleeves. Even collar sizes are scaled down, as is Henley. Petite-sized items are laid out between 5'4" and under, although even non-petite often buy petite sizes for a specific look or fit. For example, you may wish that a suit you love were cut to be a bit shorter—check the Petite section for a savvy solution.

Ann Taylor carries a wide range of items sized for petites. Items that aren't in a petite size are made in petite-sized, both 5'4" and 5'2-5'3". This is because of the different stretch and give in fabrics that makes fitting more forgiving and easy.

The Ann Taylor Online Store rates by petites the same way our stores do. You can access clothes that are right for you a couple of different ways:

- Click on "Shop by Item." Our current collection is listed with "Petites" in that dropdown menu.
- When you are in any specific product detail page, look for the description "Also available in Petites."
- Use "Search." Select "Petites" in the dropdown menu and type in the item you're looking for — say, "dress." All petite sized dresses will list on your screen.
- If you love something and it's not available in petite, you can try a missus size one size down—for example, if you wear a petite 5, try a missus 4—lengths can often be altered.
- And to get specific measurements, check out our Petite Size Charts.

All in all, it's easy to shop Petites at the Ann Taylor Online Store!

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ANNTAYLOR.COM PAGE TEMPLATES

Editorials

The following four editorial static templates are used on anntaylor.com. Editorials can be accessed from the Home Page and the Wardrobe Advisor page.

Top 10 Template

NEW ARRIVALS
SEARCH
STORE LOCATOR
CONTACT US
SITE HELP

QUICK SHOP
DETS
WARDROBE ROOM
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ANN TAYLOR

DRESS IT UP
A darling tulle, elegant wrap, and beautifully embellished knees transform the pant into a glamorous evening look.

BLACK VELVET ONE-SHOULDER HALTER

BLACK VELVET WRAP

BLACK DEAGED SATIN SLINGBACK SHOE

VELVET PALAZZO PANTS

This **Velvet Palazzo Pant** may be the most versatile item you could buy this season. An Ann Taylor signature piece, these soft, fluid pants are updated with a new wide leg. You'll feel graceful and confident at virtually any occasion, from a dressy evening event to a dinner party with friends. Check the coordinates at left and right to see just how easy it is to dress it up and dress it down.

DRESS IT DOWN
A soft and sophisticated cashmere twin set along with a ladylike bag and slingback create a classic look of relaxed chic.

DORA DORA PURPLE CASHMERE TURTLENECK TWIN SET
Cashmere Cardigan
Cashmere Sleeveless Turtleneck

BLACK SMALL LEATHER HOBO BAG

BLACK LEATHER SLINGBACK SHOE

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Static template featuring top 10 items for the season.

STATIC PAGE TEMPLATES

Editorials

ANN TAYLOR

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SHOP BY OCCASION

SHOP BY ITEM

WARDROBE ADVISOR

W

GIFT GUIDE



Holiday season giving is a joy—or at least it's supposed to be! Sometimes it's difficult to choose just the right gift for the right person. Let Ann Taylor offer a few suggestions for those hard-to-please people on your list.



THE BABYSITTER
Whether she's a teenager helping you out on Saturday nights, or your right-hand woman who's there day in/day out, the perfect gift shows how much you value the good care she gives your kids. For your occasional sitter—by a swim, hat, or more of each, a sophisticated jet boat necklace, or a chunky cotton button-down shirt. For a nanny—by a soft machine-washable set, a modern handbag or tote, cashmere slip socks, or a special item she would never buy herself. We'd also love velvet that she can wear to all her holiday occasions.



THE WOMAN WHO HAS EVERYTHING
We all know the type, and while we advise her often, she's a gift-giving challenge! If she's a high-powered businesswoman she probably already has the newest pocket PDA, so why not give her a chic, embroidered silk evening cape for \$279? She'll not that looks new, by a special item that has a one-of-a-kind look, like a silk knit set embellished with beading and embroidery. No woman can ever have enough cashmere—in a cozy wrap, a classic turtleneck, or even a simple pair of socks, cashmere makes a gift to be remembered.



THE HOSTESS
Whether you're going to a special dinner, or visiting your mother-in-law for a long weekend, it's a lovely gesture to bring a gift to your hostess. This is a great opportunity to bragance—perhaps a scented set of body lotion and soener or the sun pumpkin blend. A pair of cashmere gloves is always appreciated. And a gift certificate is especially thoughtful when you're not sure what she'd like. You'd definitely be invited back!

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Daughter Windows

Daughter Window details and specifications will be added to the subsequent version of the style guide.