

# Sarkissian Mason Adds Sophisticated, Glossy Front-End To Zappos' Launch Of New High-Fashion Hangout ZapposCouture.Com

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New York, NY, February 5, 2010

To successfully deliver the ultimate in premium fashion, Zappos took its proven business model and unparalleled ecommerce back-end technology and asked agency Sarkissian Mason—well-known for delivering uber-classy pagefront magic and seamless online shopping experiences—to develop its sleek and beautiful new brand Couture.Zappos.Com.

By focusing their entire business on the principles of good customer service, Zappos became one of the biggest business news darlings of 2009. And their reward can be measured by literally millions of satisfied customers and the ability to launch a white-hot high-fashion sister site smack in the middle of a recession.

“Their challenge to us was to evolve a mass-market brand into a credible and successful luxury source,” says agency CEO Patrick Sarkissian. “And our solution is a sleek, minimal design that puts famous designer labels at the forefront—allowing their instant brand recognition to communicate an aspirational shopping experience to even the most fashion-forward of customers. In short, we’ve turned the online page into a haute couture runway right out of Paris or Milan. That’s the power and emotion delivered by Couture.Zappos.Com.”

Couture.Zappos.com was created for the ultra-stylish, for the designer followers, the in-the-knows, the Vogue readers, the runway watchers – but really anyone looking for the latest and greatest items from the best international fashion houses. The site offers the same ultra-convenience and world-class customer service consumers expect from Zappos: lightning-fast processing, free shipping, complimentary return shipping, and a 24/7 return policy.

“When I step back to assess our team’s work for the launch of the new ultimate fashion site Couture.Zappos.Com,” adds Sarkissian, “I’m confident in saying that we’ve truly defined the state-of-the-art look and feel for online mega-retailing. That Zappos gave us the opportunity to work with what I consider unmatched eTailing technology, and that we were able to make such a strong contribution demonstrates our strength in understanding the challenges of selling upscale brands online.”

*Sarkissian Mason is an independent marketing services agency specializing in the creation and development of breakthrough digital brand solutions for its clients. Founded in 1998, Sarkissian Mason has been a pioneer in helping its clients adapt new technology solutions to better connect with consumers. Its clients include leading Fortune 500 companies including Mazda, Boeing, Chrysler Financial, Nike and others. Sarkissian Mason is headquartered in New York with offices in Detroit, Arizona and California.*