



August 8, 2007

## Bop It Like It's Hot

To Whom It May Concern:

As dean of the department of fashademeia, it has been a pleasure knowing Shopbop.com. Since the beginning, they've displayed outstanding leadership, stocking their virtual shelves with unknown designers (like [Jocomomola de Sybilla](#) and [Madison Harding](#)), taking on special projects (case in point, Erickson Beamon), and being available around the clock (making the transition from Clueless New Kids to Cool Club very easy).



Which brings us to this letter of recommendation for the AP Shopping Association. Today Shopbop unveils their Designer Boutique project, a site brimming with ready-to-wear lines like Thakoon, Derek Lam, Sari Gueron, Rachel Roy, and Chris Benz. As if that wasn't a heavy enough load, they've also taken on coveted handbags (Zac Posen) and shoes (Giuseppe Zanotti, Givenchy, and Proenza Schouler). And they really outdid themselves by securing racy lingerie line Kiki di Montparnasse.

Without a doubt, Shopbop.com's drive and abilities will be an asset to your favorites folder.

And a bonus to your extra-curricular activities.

Sincerely,

Susan Sleekness

Available online at [shopbop.com](http://shopbop.com).

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