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## News Release

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### **Sears Brings More of the Good Life Online by Adding Apparel and Home Fashions to Sears.com**

#### **Online Shoppers Can Customize Tens of Thousands of Items With Sears Virtual Decorator(SM) and My Virtual Model(TM)**

HOFFMAN ESTATES, Ill., Sep 13, 2004 /PRNewswire via COMTEX/ -- Sears, Roebuck and Co. (NYSE: S) debuts a newly enhanced web site today from which customers can fill their closets and shop for every room in their home, too. From trendy trenchcoats and Italian wool sweaters to luxurious bedding and plush towels, online shoppers at sears.com now have access to more than tens of thousands of apparel and home fashion items from one of America's largest clicks-and-bricks retailers.

"Sears' online shoppers have been demanding apparel, so we're pleased to give them what they've been asking for and in a way that no other national retailer can," said Bill Bass, Sears vice president and general manager, Customer Direct. "Our virtual customization features, Sears Virtual Decorator and My Virtual Model, are innovations that make our customers' online shopping experience even more useful and beneficial. We're giving them the ability to visualize how Sears' products will fit into their lives."

Shoppers logging onto sears.com will find a wide selection of the company's best-selling apparel items in women's, men's and kids departments. Key national brands such as Lee, Levi, Dockers and Russell Athletic are available online, as well as Sears' top private label apparel brands, including Apostrophe, Covington and Lands' End. Sears.com customers also will be the first to preview and purchase Structure, the highly anticipated exclusive new line of men's apparel, footwear and accessories debuting in five major markets this fall. A|Line, the updated fashion line of women's apparel made exclusively for Sears by Jones Apparel Group, also launches online and in 450 Sears stores nationwide this fall. To complement its apparel selection, sears.com plans to begin selling footwear and other accessories in 2005.

#### **New Enhancements to My Virtual Model**

Shoppers can visualize how they look in Sears' apparel through the popular My Virtual Model feature, which was pioneered on landsend.com. Customers provide their height, weight and personal characteristics to create their own customized online "model" to try on clothing. The updated version of My Virtual Model now available on sears.com allows shoppers to zoom in and get a close look at fabric and construction detail, and change an item's color. Sears.com is the first national retailer to offer online shoppers the ability to conveniently "try on" multiple apparel brands.

#### **Introducing ... Sears Virtual Decorator**

With the widespread popularity of shows like ABC's Extreme Makeover: Home Edition starring Ty Pennington, and other home decorating programs, sears.com is now helping shoppers create their own "dream" rooms online. Only sears.com shoppers can use an exclusive state-of-the-art "Virtual Decorator" feature modeled closely after My Virtual Model. Users who want to redecorate or enhance their bedroom can view an image of a room on their computer screen and browse through a selection of Sears' proprietary home fashions, including Lands' End, Whole Home and Colormate. As shoppers click on choices for Sears' home fashion merchandise including bedding, floor coverings, window treatments and pillow options, the items are placed accordingly throughout the room. Users can get the full effect of their room "makeover" by hanging artwork or "painting" their room with a choice of colors available from Easy Living paint and choosing flooring finishes.

Sears.com has plans in the coming months to give customers the ability to design their ideal kitchens complete with Kenmore appliances or their garages with Craftsman tools and storage products. Additional room decorating options will be added to the Sears Virtual Decorator feature during the next year to continue helping shoppers create solutions for home decorating.

"Sears and Lands' End, together with the technology of My Virtual Model, continue to enhance the online shopping experience with multi-brands of fashion and home decor," said Louise Guay, president of My Virtual Model.

#### **About Sears**

Sears, Roebuck and Co. is a leading broadline retailer providing merchandise and related services. With revenues in

2003 of \$41.1 billion, the company offers its wide range of home merchandise, apparel and automotive products and services through more than 2,300 Sears-branded and affiliated stores in the U.S. and Canada, which includes approximately 870 full-line and 1,300 specialty stores in the U.S. Sears also offers a variety of merchandise and services through sears.com, landsend.com, and specialty catalogs. Sears is the only retailer where consumers can find each of the Kenmore, Craftsman, DieHard and Lands' End brands together -- among the most trusted and preferred brands in the U.S. The company is the largest provider of product repair services with more than 14 million service calls made annually.

SOURCE Sears, Roebuck and Co.

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