

Shoe Privée Announces a Gorgeous, Completely Redesigned Website, New Collections and an Online Magazine.

Feb 1, 2012, Los Angeles. Shoe Privée, the Ultimate Private Shoe Club, unveiled today its completely re-designed website featuring two new shoe collections and an online magazine – “Privée”.

Joining the traditional “Shoe Privée” collection of fashionable heels at \$39.95, the “Luxe” collection targets a more affluent consumer market and features shoes priced from \$49.95. These shoes feature better material, design and craftsmanship– but still offer an exceptional value for the discerning buyer.

The “Barganista” collection offers amazing discounts on older styles. For as little as \$19.97, including shipping, discount savvy fashionistas can take advantage of these truly spectacular deals.

In addition, Shoe Privée is debuting this month an online magazine called “Privée”, featuring dozens of pages on all things Shoes.

"We wanted our site to be socially engaging for our members and give it that magazine feel " says Courtney Rheuban, Shoe Privée's head buyer. “And, in addition to this great new content, My Shoe Story is a place where members will be able to interact with one another, by uploading self images of their favorite shoe styles.”

“Shoe Privée once again raises the bar for online shoe clubs” says Fred Krueger, CEO of Shoe Privée. “With no monthly fees, a huge selection of shoes at every price point, and great shoe related content why go anywhere else?”

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Shoe Privee offers exclusive members-only pricing without the membership fee. Founded in 2011 by serial entrepreneurs Fred Krueger and Kim Reed Perell, founders of Adconion and Frontline Direct, Shoe Privee is backed by apparel veterans Serge Azria (Joie, Equipement), Philippe Elmaleh (Net-A-Porter), Carmen Busquets (Net-A-Porter) and Chris Burch (Eagle's Eye, Tory Busch apparel).

Shoe Privee has an active membership exceeding 400,000 visitors per month. For recent news and high-resolution images of this season's hottest styles visit <http://shoeprivee.com/press>