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City Chic Calls Upon Guidance to Break into the US Market

The Australian-Based Fashion Brand Enters the US Market with a New Web Site

MARINA DEL REY, Calif. – November 24th, 2010 – Guidance (www.guidance.com), which helps online retailers achieve market domination by building captivating and engaging online experiences, announced today the release of CityChicOnline.com. City Chic is an Australian-based fashion brand specializing in modern, trendy plus-size apparel.

City Chic contacted Guidance to assist with expansion and market entrance strategy, starting with a website that would cater exclusively to the US audience. Based on IP location, the site properly routes Australian and New Zealand visitors to www.CityChic.com.au, while other visitors stay on www.CityChicOnline.com.



Guidance chose Magento 1.9 as the eCommerce platform and built an extensively customized site to fit City Chic's requirements and integrated the platform with Notions Marketing, City Chic's fulfillment company. The site features product configurators, cross-selling modules (YMALs), Facebook integration, ratings & reviews, product tagging, shopping cart preview overlay, and single-page checkout, among others.

In addition to technical and development services, Guidance is also providing hosting and managed services, as well as eMarketing Services and site maintenance.

"With the launch of CityChicOnline.com, City Chic has the unique opportunity to break into U.S. market with its strong presence already established in Australia and New Zealand. The brand embodies a positive fresh outlook that empowers plus size young women to embrace fashion with confidence, which engages to a substantial number of female audience today." says Jason Meugniot, CEO and Owner of Guidance.

For almost two decades, Guidance has designed and built hundreds of successful Web sites for companies in a variety of industries including entertainment, retail, and consumer products. Clients include Foot Locker, Z Gallerie, Drum Channel, and Pollstar. To learn more about Guidance's work, [visit www.guidance.com](http://www.guidance.com).



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About Guidance

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites and mobile solutions for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: ATG, Microsoft, Magento, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

About City Chic

Australian retailer City Chic is a trendy destination for plus-size fashion, denim and dresses from sizes 14 to 24. City Chic clothing is young, current and wearable, catering from everyday curvy *street* and fashion wear, to event dressing, clubbing and evening dresses. With retail locations in Australia and New Zealand, City Chic has recently expanded to serve the U.S. market, outfitting plus-sized teens and young women who deserve to look stylish and feel beautiful. City Chic is owned by parent company Specialty Fashion Group which also owns several popular Australia-based brands such as Millers, Crossroads, Katies, Autograph and La Senza. For more information, visit www.CityChicOnline.com.

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