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**asos.com Reveals its Sex and the City-Inspired Collection**

*Now anyone can easily delve into Carrie's closet, thanks to asos.com*

**/24-7PressRelease/** - LONDON, UK, June 10, 2008 - To coincide with the eagerly awaited Sex and the City film, asos.com has launched a new collection inspired by the best outfits from the movie. From vintage-inspired frocks, to downtown daywear, asos.com customers are now able to recreate the looks from the film and capture its eclectic and distinctive styling.

"The Sex and the City series had its roots firmly fixed in fashion and style, with Carrie quickly becoming a style icon. With the launch of the film, at asos.com we are enabling customers to recreate some of the best looks from the movie, but within a very affordable price range. Due to the scale of promotion that has surrounded the film's release, we are expecting a great reaction to the collection," says Rob Bready, Product and Trading Director.

The Sex in the City page on asos.com <http://www.asos.com/Sexandcitywlp020608/Cat/pgehtml.aspx?cid=5006> has made it easy for customers to delve into Carrie's closet, with items ranging in price from only 12 - 55.

**About asos.com**

asos.com is the UK's largest online fashion and beauty store, attracting over one million visitors a week. With over 9,000 products available and 500 new lines added each week, asos.com is the online shopping destination. Since launching in June 2000, asos.com has won numerous awards including 'Retail Week Online Retailer of the Year' 2007 & 2008, 'Cosmopolitan Retailer of the Year 2008' and 'In Style Best Online Shop 2008'.