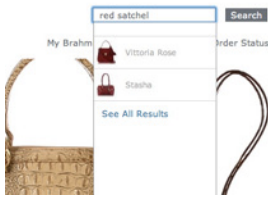


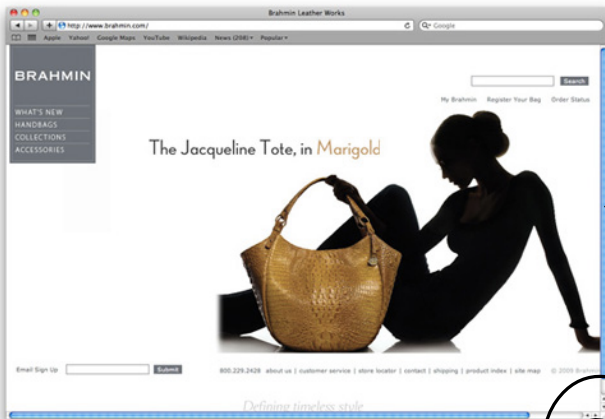


We're excited about this new search feature, and it will probably show up on more of the sites we build in the future. For the successful execution, we again have Dave to thank; speed is key here, and he made sure that the results come up quickly enough for users to understand and work with intuitively. There are still plenty of situations where a more traditional advanced search with multiple variables will make more sense, but two specific aspects of the Brahmin project made this model a great fit here:

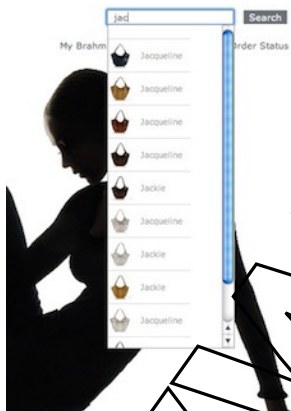


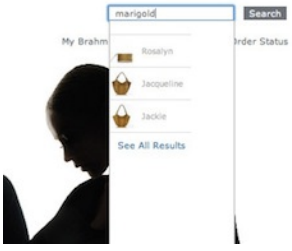
1. The users are highly expert. Not that all of them will be technically expert--some undoubtedly won't, which made ease of use a high priority in planning this feature. But they are expert in the subject matter at hand. They know what a red satchel is, they have a sense of whether that's what they're looking for, and so it makes sense to give them maximum control over their search terms.

2. The search meshes well with the compelling and frequently updated photography on the site. Say I come to the homepage and see this:



I may see that and know that Jacqueline is my bag, but marigold is not my color; or i may love the marigold but want to see if it comes in a different kind of bag. No problem:





Like a fine handbag, that capability is both elegant and practical.

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