

# SECURITIES AND EXCHANGE COMMISSION

## FORM SC 13G

Schedule filed to report acquisition of beneficial ownership of 5% or more of a class of equity securities by passive investors and certain institutions

Filing Date: **1999-09-10**  
SEC Accession No. **0000922423-99-001106**

([HTML Version](#) on [secdatabase.com](#))

### SUBJECT COMPANY

#### **IVILLAGE INC**

CIK: **1074767** | IRS No.: **133845162** | State of Incorporation: **DE** | Fiscal Year End: **1231**  
Type: **SC 13G** | Act: **34** | File No.: **005-56097** | Film No.: **99708837**  
SIC: **7373** Computer integrated systems design

Business Address  
*170 FIFTH AVE.  
NEW YORK NY 10010  
2126040963*

### FILED BY

#### **GILDER GAGNON HOWE & CO LLC**

CIK: **902464** | IRS No.: **133174112** | State of Incorporation: **NY** | Fiscal Year End: **1231**  
Type: **SC 13G**

Mailing Address  
*1775 BROADWAY  
26TH FLOOR  
NEW YORK NY 10019*

Business Address  
*1775 BROADWAY  
26TH FLOOR  
NEW YORK NY 10019  
2127652500*

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

-----  
Under the Securities Exchange Act of 1934

SCHEDULE 13G

INFORMATION STATEMENT PURSUANT TO RULES 13d-1 AND 13d-2  
UNDER THE SECURITIES EXCHANGE ACT OF 1934

iVillage, Inc.

-----  
(Name of Issuer)

Common Stock

-----  
(Title of Class of Securities)

46588H105

-----  
(CUSIP Number)

August 31, 1999

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this  
Schedule is filed:  X

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

-----  
Page 1 of 6 Pages

SCHEDULE 13G

CUSIP No. 46588H105

Page 2 of 6 Pages

-----

1) NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

-----

Gilder Gagnon Howe & Co. LLC  
13-3174112

-----

2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a)  |

(b)  |

-----

3) SEC USE ONLY

-----

4) CITIZENSHIP OR PLACE OF ORGANIZATION

New York

-----

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	5) SOLE VOTING POWER None ----- 6) SHARED VOTING POWER None ----- 7) SOLE DISPOSITIVE POWER None ----- 8) SHARED DISPOSITIVE POWER  1,374,495
---	--

-----

9) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,374,495

-----

10) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES  |

-----

11) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.6%

-----

12) TYPE OF REPORTING PERSON

BD

-----

Item 1(a). Name of Issuer:

iVillage, Inc.

Item 1(b). Address of Issuer's Principal Executive Offices:

170 Fifth Avenue  
New York, NY 10010

Item 2(a). Name of Person Filing:

Gilder Gagnon Howe & Co. LLC

Item 2(b). Address of Principal Business Office or, if None, Residence:

1775 Broadway, 26th Floor  
New York, NY 10019

Item 2(c). Citizenship:

New York

Item 2(d). Title of Class of Securities:

Common Stock

Item 2(e). CUSIP Number:

46588H105

Item 3. If this statement is filed pursuant to ss.ss.240.13d-1(b), or 240.13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or Dealer Registered Under Section 15 of the Act (15 U.S.C. 78o)
- (b)  Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c)
- (c)  Insurance Company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c)
- (d)  Investment Company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8)
- (e)  Investment Adviser in accordance with ss.240.13d-1(b)(1)(ii)(E)

- (f)  Employee benefit plan or endowment fund in accordance with ss.240.13d-1(b)(1)(ii)(F)
- (g)  Parent Holding Company or control person in accordance with ss.240.13d-1(b)(ii)(G)
- (h)  Savings Association as defined in ss.3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813)
- (i)  Church plan that is excluded from the definition of an investment company under ss.3(c)(15) of the Investment Company Act of 1940 (15 U.S.C. 80a-3)
- (j)  Group, in accordance with ss.240.13d-1(b)(ii)(J)

Item 4. Ownership.

- (a) Amount beneficially owned: 1,374,495
- (b) Percent of class: 5.6%
- (c) Number of shares as to which such person has:
  - (i) Sole power to vote or to direct the vote: None
  - (ii) Shared power to vote or to direct the vote: None
  - (iii) Sole power to dispose or to direct the disposition of: None
  - (iv) Shared power to dispose or to direct the disposition of: 1,374,495

The shares reported include 1,325,280 shares held in customer accounts over which members and/or employees of the Reporting Person have discretionary authority to dispose of or direct the disposition of the shares, and 49,215 shares held in accounts owned by the partners of the Reporting Person and their families.

Item 5. Ownership of Five Percent or Less of a Class.

Not applicable

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

The owners of the accounts in which the shares reported on this Schedule are held have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, such securities.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

Not applicable

Item 8. Identification and Classification of Members of the Group.

Not applicable

Item 9. Notice of Dissolution of Group.

Not applicable

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

Page 5 of 6 Pages

SIGNATURE

After reasonable inquiry and to the best knowledge and belief of the undersigned, the undersigned certifies that the information set forth in this Statement is true, complete and correct.

September 10, 1999

-----

Date

/s/Walter Weadock

-----

Signature

Walter Weadock, Member

-----

Name/Title

