

ETCETERA

ETCETERA LAUNCHES SPRING 2011 COLLECTION WITH A FRESH LOOK AT SMART STYLE AND WARDROBING FOR WOMEN ON-THE-GO

January Runway Preview of New Collection in New Orleans Was Attended By Hundreds of Etcetera Wardrobe Consultants from Across the Country

(January 24, 2011) - Etcetera, a NYC-based leader in direct-sales women's fashion, today launched their 2011 Spring Collection across the country via trunk shows. For those women longing to put the dull days of winter behind them, this collection offers a flurry of color and warmth that is sure to brighten anyone's day!

Wardrobe consultants across the nation are readying their in-home showrooms for the beautiful, bold colors of spring. Etcetera is known for providing chic, everyday wear to busy, fashionable women via a direct sales, personalized shopping experience, season after season. The 2011 Spring Collection, which can be viewed at www.etcetera.com, is no exception!

"We were thrilled to see hundreds of Etcetera wardrobe consultants, despite the wild winter weather, come out for preview to see the latest trends and hear from our designers about the diversity of combinations that will keep women looking their best this spring," said Mary Alice Heape, President of Etcetera. "This is a team that is truly dedicated to Etcetera and to clients in their local markets."

Direct from the Etcetera design team, here are just a few of the noted *must-have* trends for spring that stylish women everywhere will be incorporating into their wardrobes with pieces from Etcetera's latest collection:

AU NATURAL: A new neutral palette plays the perfect counterpart to pops of color. The designers have committed an entire section of the line to play with different neutral tones. As the Etcetera designers point out "No woman should leave from her Etcetera shopping experience without the amazing Canvas, a sandstone stretch cotton denim legging. This is a key foundation piece and can be paired with so many items in the collection."

GOOD GIRL WITH A TOUCH OF ATTITUDE: There is only one leather jacket that the Etcetera woman needs this season and it's the Brazilnut, a paper leather drape-front jacket which pairs beautifully with pants, skirts and dresses from the collection. This jacket is a must-have collector's piece that will be worn time and time again. Also, it's open season on zippers, which can be found exposed at pockets, cuffs, shoulders and even on the ruffles of our trench.

A MODERN TAKE ON SEVENTIES STYLE: The decade is back. Big time! More hip than hippie with retro silhouettes, fluid fabrics, vibrant colors, mosaics, florettes, ruffles and studs. Then all you need is to pick up something glam to go with! While shopping at a NYC flea market, the Etcetera design team found an amazing vintage scarf that inspired the silk Jive dress. Wear it as a belted dress and wow everyone you see or wear it as a fluid silk open jacket over a pair of pants and tee to create a new look all together. Asymmetry can be found everywhere this season. The one shoulder tribal Venus shirt promises to have heads turning, perfect for weekend wear or under a suit so you're happy-hour ready!

ON DECK: Who wouldn't want to go nautical? Slip into something see-worthy with boatloads of spiffy stripes and dress whites that will give seaside classics a whole new attitude. So long preppy...ahoy there, pizzazz. This season find some unexpected nautical combinations from our cropped Dignity sweater jacket with black and sky blue stripes, which can be paired with shorts, white sailor pants or a skirt. The short Windowpane skirt in sky, black and white with red piping details at the belt loops easily pairs with a tee and topped off with a white jacket. Of course, don't miss the traditional Belmont white and ink striped boat neck. Pair this with our white Magnolia pants or our Placid ink shorts for the perfect nautical look.

SNAZZY SHORTS: No longer the staple of weekend loungewear, shorts have stepped it up a notch and now are done in killer Metallic and white Bermuda with a bevy of mini-pleats. Top with a jacket, cardie, floral blouse or one-shoulder tee and viola! A fashion superstar is born.

Be on the lookout for extreme color plays that stand out in the Spring collection, but keep in mind that white is a must! Colors this season range from the warm neutrals of iced mocha brimstone and bitter chocolate to sandbox, the "it" neutral color of the season. Find your pop of color in a wildrose fuchsia, pink-orange apricot, fiery red, sunny chartreuse asparagus, mellow yellow daffodil and the warm turquoise pacific blue.

With wardrobe consultants representing the line across the country and thousands of loyal clients who look forward to their appointments season after season, Etcetera has become the preferred and convenient way to shop. Here are further details:

WHEN: **January 20 – March 24, 2011**, by appointment only

HOW: The Etcetera Spring collection will be available to clients through Wardrobe Consultants in over 660 cities across the U.S. for a limited time. Women can be introduced to a consultant in their community or make an appointment by contacting Etcetera at (972) 733-6503 or sending an email to myconsultant@etcetera.com

WHY: Each client receives highly personalized service from her Etcetera Wardrobe Consultant, who often functions as clients' stylist as well. Even more, each item of clothing contains couture-caliber attention to

detail. The Etcetera Wardrobe Consultant keeps a separate file on each client and each collection offers outfits and separates that will build off a client's existing wardrobe, saving the customer time and money.

Each item in the Etcetera collection exists for a reason, and at a price reasonable to the client. Etcetera price ranges include: tops \$95-\$195; jackets/coats \$230-\$395; pants/skirts \$150-\$225; leather pieces start at \$495. Each collection contains women's sizes 0 to 16.

Getting Involved With Etcetera:

Not only does Etcetera look to enlighten more and more women about this low-maintenance way of shopping and wardrobe building, but the company also strives to find networked, entrepreneurial women to represent the line in their communities. In recent weeks, Etcetera has appointed women as Wardrobe Consultants who come to the company from the real estate, interior design, and banking industries looking for greater flexibility and a better work/life balance. Highly networked women interested in representing Etcetera should contact the company's Director of Recruiting, Edie Dance, at (850) 484-8120 or edance@etceteranyc.com. Currently, the company is actively interviewing candidates for Sales and Management roles in: AZ, CA, CT, FL, IL, MA, MI, MO, NM, NJ, NY, OH, OK, PA, TX, VA, WA and Washington D.C.

About Etcetera:

Founded in 2000 by Bill Rondina, CEO and Chairman of The Connaught Group, Etcetera ("Casuals Etcetera, Inc.") is a company that embodies Rondina's vision to provide women with top quality designs through a customized and more rewarding trunk show shopping experience. Headquartered in NYC, Etcetera has management and wardrobe representatives showing collections in over 660 cities and upscale suburbs nationwide. The Etcetera management and design teams have experience in some of the most renowned design houses in the world including: Christian Dior, Burberry, Albert Nipon, Mary Ann Restivo, Carmelo Pomodoro, Episode, Ellen Tracy, Anne Klein, and Tahari. In 2007, *Money Magazine* ranked Etcetera as one of the top 20 companies for women looking for high-end careers with flexible hours.

For more information about Etcetera, please visit www.etcetera.com. For press interested in learning more about the line and experiencing this fantastic shopping experience for themselves, please contact Kathleen Lucente at Kathleen@redfancommunications.com or (512) 217-6352.