

CASUALS ETCETERA INC ANNOUNCES RAPID EXPANSION PLAN ADDING STYLE CONSULTANTS AND MANAGEMENT IN 16 NEW MARKETS BASED ON DEMAND

Fashion forward Etcetera consultants reveal rewarding work arrangement with proven success for today's upscale modern women seeking flexible careers

(NYC, NY – July 7, 2008) [Casuals Etcetera, Inc.](#) the unique women's clothing design company known for providing upscale, personalized in-house wardrobe shopping experiences, is taking the nation by storm with a rapid expansion plan that is being driven by the demand of women in cities and towns across the United States – women who love the clothing line and want it in their location.

“At a time when most companies are feeling some pain from the economic pressures, we are finding our customer base is growing rapidly. Today more than ever before, we are enjoying the opportunity to hire more great women as fashion consultants and managers in our business,” said [Mary Alice Heape](#), President of [Casuals Etcetera, Inc.](#) “This summer we are actively interviewing with plans to add more than 60 style consultants and managers to our team in 16 expanding markets including: AZ, CA, CT, FL, IL, MA, MO, NJ, NY, OH, OK, PA, TX, VA, WA and Washington DC.”

[ETCETERA](#) started in 2001 with 300 style consultants selling the line and since then has grown to 800 consultants in 633 cities and towns across 45 states. Beginning July 21, consultants in the 45 markets will unveil the 2008 Fall Collection to their personally built extensive network of clients via private appointments. Clients are swiftly booking July appointments with their local ETCETERA personal style consultant this month in order to secure their spot in seeing and purchasing the Fall Collection. Booking an appointment in any region can be done by contacting the following number 972-733-6503, sending an email to myconsultant@etcetera.com or visiting the Web site at www.etcetera.com.

SHOPPING THE ETCETERA WAY:

ETCETERA's experienced consultants bring the latest in high-end fashion to their customers in possibly the most intimate shopping experience available with a line that is all about elegance and smart wardrobe extension season to season.

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Each season, consultants outfit their homes like upscale boutiques and present the latest line of clothing from ETCETERA for a limited time period of 6-days. Each line is created and infused with a diversity of looks and cuts by a design team that has extensive background working in well recognized design studios.

This July clients will book their appointments during the one-week window, where they shop in the comfort of their ETCETERA consultant's home at a time convenient to them. This varies for many clients as either an early morning on the go with a cup of coffee, late in the evening joined with other friends to shop with a glass of wine in hand or even during the weekend when the office work, and business travel schedules have calmed down and while other stores are closed for business. With a Fall collection of 250 pieces, there are enough unique twists on classic pieces as well as trendy choices for everyone to create their own personalized wardrobe.

WARDROBE SPECIALISTS THAT MAKE A DIFFERENCE:

For women who long for the days of the specialty store experience, with its full spectrum of name-brand wardrobe essentials and its focus on intimate, efficient service, ETCETERA offers a modern day version and a level of attention to quality, product and service that hasn't been experienced by women who love clothes – in years. Today, some of the best-dressed women in politics and TV news, executives from real estate, professional and financial services, as well as a large number of women who are notable movers and shakers in their own communities -- are using ETCETERA as their secret to a successful and noticeably fashionable wardrobe.

As highlighted by Heape, "ETCETERA is designed to take women through various style needs over the course of any week from day to night, from business meeting to country club lunch, to an evening at the opera. Regular season appointments with ETCETERA ensure our clients are covered and ready to look and feel their best no matter what life throws at them."

ETCETERA provides the perfect opportunity to shop privately with a consultant who knows each of her clients by their lifestyle, personal preferences, individual style, size and even the current content of their closet. ETCETERA consultants go beyond any boutique experience by having a file on each client, pulling it and putting together suggestions based on past purchases that help the client get the most out of her wardrobe.

In building these relationships, ETCETERA creates an unequaled shopping experience pleasing the most confident and discerning of clients. This approach has created a demand nationwide for Etcetera's unique level of service. Now, ETCETERA is inviting talented, professional and stylish women to help answer that call.

RAVE REVIEWS & HOW YOU CAN GET INVOLVED:

ETCETERA consultants are able to work with a variety of women and fashions making for a truly fulfilling and enjoyable experience while still allowing for the flexibility of working out of their homes. ETCETERA is actively interviewing candidates for Style Consultant Sales and Management positions in the following markets: AZ, CA, CT, FL, IL, MA, MO, NJ, NY, OH, OK, PA, TX, VA, WA and Washington DC. These are priority locations for expansion as they increasingly demonstrate being markets where women truly appreciate the ETCETERA personal consultant model and the access to the unique collection four times a year.

Here is what a few of ETCETERA's current consultants and managers have to say about their experience with the brand:

“My career with ETCETERA has given me an opportunity to work and motivate women in business. Introducing them to this company gives them independence and confidence and the opportunity to be a wife, a mom and have a business that is gratifying and connects them to the community. What makes it so rewarding is working with a close-knit group of great women who are supportive of each other, and loyal to Etcetera, their team and their customers.” – Hanley Roach

“It was the quality of people involved with the company that convinced me that being part of ETCETERA was the right decision for me. I've been through the changes, the growth and the explosion we knew would happen. What I love most about the company is the relationships I have formed with women all over. The friendships I have formed with women in my region have gone beyond business. I truly love all of the women on my team; they're all friends and we get along so well.” – Leslie Hopkins

“I have gained a tremendous amount of confidence, have learned so much and really feel good about myself. My dearest friends are the ones I have made through my own work with Etcetera. They are the first people I call to laugh with and to share the challenges of life. I love the flexibility that the business offers me, especially when my kids were younger. For the past several years I have really appreciated this job, but never more so than I do now.” – Jayne Richardson

For press interested in attending a fantastic shopping experience, please contact Kathleen@redfancommunications.com or (512) 217-6352. We can arrange for interviews with local consultants and customers, as well as Mary Alice Heape, President of Casuals Etcetera, Inc.

For style consultant and manager candidates interested in discussing a possible role with Etcetera's expanding team, please contact Edie Dance at (850) 484-8120 or edance@etcnyc.com.

For women interested in booking an appointment with their local ETCETERA wardrobe consultant, please contact ETCETERA at 972-733-6503 or send an email to myconsultant@etcetera.com

ABOUT ETCETERA:

[Casuals Etcetera, Inc.](http://www.etcetera.com) (ETCETERA) headquarters is based out of New York City with representatives showing collections in 633 cities and upscale suburbs nationwide. In 2007 *Money Magazine* ranked Casuals Etcetera as one of the top 20 companies to work for if looking for a high-end job with flexible hours. For more information about ETCETERA please visit the Web site at www.etcetera.com.