



**ETCETERA UNVEILS FALL 2009 COLLECTION &  
EMPOWERS WOMEN WITH SMART WARDROBE  
OFFERINGS & PERSONALIZED SERVICE**

*Direct Sales Clothing Company Also Continues to Woo Fashionable Women  
With Entrepreneurial Zeal to Represent the Line*

(July 16, 2009 ---NEW YORK, NY) – With summer in full gear, savvy women who plan ahead will be happy to know that the [Etcetera](http://www.etcetera.com) Fall 2009 collection is available for selecting must-have wardrobe pieces well in advance of next season. The Etcetera contemporary women's clothing line is known for providing chic, everyday wear to busy, fashionable women via a direct sales, personalized shopping experience. The new Fall collection can be previewed at [www.etcetera.com](http://www.etcetera.com).

In all, Etcetera's designers have come up with over 200 unique pieces for Fall that work both separately and together to give women the most exciting wardrobe possible for their money. The new collection is now available via appointment-only trunk shows in consultants' homes across the country.

Straight from the Etcetera design team, here are just a few of the must-have trends for Fall which stylish women can incorporate into their wardrobes via the new Etcetera collection:

**THINK BIG:** Turn up the volume with shapes that are looser, easier and more exaggerated than ever. The must-have look is a jacket lusciously layered over something lean for a look that is effortlessly stylish. Step straight off the runway into something sassy like a hot pink cocoon that sashes in the front but swings loose in the back. Also be on the lookout for a re-styled retro cape shape in the form of a double-faced poncho, a cape-slung sweater or a trapeze jacket of metallic jacquard. This look arrives in many forms for day or night.

**BRONZED GODDESS:** This fresh metallic hue is the new neutral for the season and truly updates every outfit, giving the season its sizzle. Pair it as a dramatic but glamorous neutral with the unexpected pop-artistic colors of the season. A lean velvet dress in bronze brings a new look for day and night, belted and magical! Jackets are zapped with a burnished glaze, fabrics are threaded with glimmer throughout their rib, and bronze is swagged and zagged in accessories, as well as in featured hardware ranging from zippers to beading.

**SCHOOL GIRL PLAID AND EXECUTIVE HOUNDSTOOTH TAKE A WALK ON THE WILD SIDE:** We're mad for plaid this season, where prepster meets hipster, creating one of fashion's coolest 'prints'. Tartan is worn like never before - sculpted and scooped, far from schoolgirl – showing up in a dishy little dress, a trendy trouser, and a

bias cut in a ruffled shirt. If plaid isn't for you – grab a lean, exaggerated hounds tooth print dress and pop on a voluminous, contrasting patent leather coat lined with matching houndstooth trim. Watch heads turn as a result!

**KNIT WIT:** There's nothing like luxurious knits to exude easy elegance. They provide a no-stress solution to looking terrific in no time! Top-of-the-trends are streamlined sweaters that stand-in for jackets, tweedy 'swing' cardies and double-breasted empire sweater-coats. Be on everyone's best-dressed list with one of this season's free falling sweater dresses in light latte with a chunky rib knit cowl that truly romances the neck! Or in a heathered-charcoal, elbow-cropped, empire waist.

“This season truly has something for everyone. Choices range from our dramatic volcano red hounds tooth Arden trench coat to our be-jeweled, sleeveless silk Flirt blouse. Not to mention our head-to-toe Executive offering, which comes in the form of a chocolate-colored sleeveless dress, complete with matching jacket, skirt and pants,” said [Mary Alice Heape](#), President of Etcetera. “We are hearing from clients that, with summer upon us, it's a relief to know that their Fall wardrobing appointment is scheduled well in advance, giving them a jump on next season.”

With consultants selling the line in over 45 states, Etcetera has thousands of loyal clients who look forward to their appointments each season. Here are further details on this convenient way to shop:

**Who:** Etcetera clients are women who are high on style but short on time. From busy professionals to stay-at-home moms, they place a high value on their time and count on appointments with their Etcetera consultant to ensure stress-free shopping, season after season. Some of today's best-dressed women in politics, broadcasting, real estate and finance trust Etcetera as their secret fashion resource.

**When:** [July 27 through September 25](#), by appointment only

**Where:** Trunk shows take place, four times a year, in 45 states and over 660 cities and suburbs across the U.S. Etcetera consultants show each new collection to clients, by appointment, through their homes or personally-owned venue.

**How:** The Etcetera Fall collection will be available to clients through wardrobe specialists across the U.S., for a limited time. Women can be introduced to a consultant in their community and can make an appointment by contacting Etcetera at 972-733-6503 or sending an email to [myconsultant@etcetera.com](mailto:myconsultant@etcetera.com).

**Why:** Each client receives highly personalized service from her Etcetera wardrobe consultant, who often functions as clients' stylist as well. What's more, each item of clothing contains couture-caliber attention to

detail. The Etcetera consultant keeps a separate file on each client and has outfits and separates to offer that build off a client's existing wardrobe, saving her time and money.

Each item in the Etcetera collection exists for a reason, and at a price reasonable for the client. Etcetera price ranges include: Tops \$95-\$195; Jackets/coats \$275-\$425; Pants/skirts \$170-\$250; Suede and leather pieces start at \$295. Each collection contains women's sizes 0 to 16.

### **Getting Involved With Etcetera:**

Etcetera continues to attract networked, entrepreneurial women to represent the line in their communities. In recent weeks, the company has appointed women as wardrobe consultants who came from the real estate, interior design, and banking industries due to the greater flexibility and work/life balance working with Etcetera will afford them. 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](mailto:edance@etceteranyc.com). Etcetera is actively interviewing candidates for Sales and Management roles in: AZ, CA, CT, FL, IL, MA, MO, NJ, NY, OH, OK, PA, TX, VA, WA and Washington DC.

### **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. *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](http://www.etcetera.com). For press interested in learning more about the line and experiencing this fantastic shopping experience, please contact Kathleen Lucente at [Kathleen@redfancommunications.com](mailto:Kathleen@redfancommunications.com) or 512-217-6352.

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