

ETCETERA CONTINUES TO EMPOWER STYLISH WOMEN TO SHOP SMARTER WITH THE RELEASE OF THE 2008 HOLIDAY FASHION COLLECTION

Etcetera “By Appointment Only” trunk shows reach over 660 cities and upscale suburbs across the US, with expansion plans underway

What: Etcetera, the unique women’s contemporary clothing design company known for chic everyday wear sold by appointment only, will release the 2008 Holiday Collection beginning September 22 via private trunk shows across the country.

“We are very proud to be bringing the 2008 Holiday Collection directly to our growing client base through our wardrobe specialists in over 660 cities and upscale suburbs across the U. S., making it possible for women in over 45 states to access the line this season,” says [Mary Alice Heape](#), President of Etcetera. “Our design team has come up with over 350 unique Etcetera Holiday and Fall pieces that work both separately and together to give women the most exciting wardrobe for their money.”

The Top Trends for the 2008 Holiday Season include:

- 1) **High Voltage Vintage Looks** – Etcetera is, oh, so Mod about you! Purple Passion lives again in the Regency retro trapeze topper shot with silver—ultra cool over skinny black pants and vampy high heels. The details, like barrel cuffs trimmed with faceted faux jet stones, are to vie for.
- 2) **Animals, Animals, Animals** – Beastie girls, unite. Unleash your inner animal in the thigh-high Serengeti skirt, or basic instincts in the Manet faux leopard swing jacket. Either way, you’ll be a little wilder for the experience.
- 3) **Time to Shine** – Break out the Klieg lights...pump glamour into your day/night life this Holiday season. A sure to be favorite: Shine, the gold-silver metallic bustier and skirt. Detach the itty-bitty straps and don’t despair! The nine-paneled, boned bodice keeps your sweetheart neckline at the perfect pitch.
- 4) **Flocked** – For multidimensional you—style with depth. Flock yourself in the Dark blouse covered in black velvet medallions on black stretch cotton. To temper such exotica, wear with black denim Steel Capris featuring fun little calf zippers.
- 5) **Frankly Feminine** – Ruffles are the rage, all right--just check out some of our necklines this Holiday season. You’ll see creamy satin undulating down a deeply V’d Glaze blouse, crystal pleats ruffling up the haute Pepper top, and tiny tucks tipping the bib edges of our white tux shirt—each a fantastic contrast and balance to this season’s female take on menswear.

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6) **Japanese Finesse** – East meets West in stunning simplicity. The black magic Nero kimono-wrap sweater goes everywhere, with everything. For more Geisha-wear, consider the obi-backed cocktail jacket that guarantees your departure from the “party of the season” will be every bit as memorable as your well-orchestrated entrance.

7) **Tough Girl Chic** – You know the type. She’s faux bad. She wants the world to think that somewhere, deep inside, she is one hot mama that only loyalty to her family keeps in check. This season, you’re free to be her. Don the gold-burnished black Zone jacket when wearing our perfectly respectable black mock turtleneck sweater and a pencil skirt (Anise or Cinema), then feel the danger of grunge stoke your attitude.

8) **Dressed Out** – Life’s hard enough to deal with— hair, makeup, intimates, shoes, and now all this hubbub over accessories! Simplify. Embrace one-piece dressing. Just slip into a knocked-out dress, like red eyelet Campari, and go. Want to stress even less? Buy seven singularly sensational dresses from our Holiday collection and zip through each week of the season!

9) **Textural Interest** –Feel the love. The Turquoise jacket will wrap you in mohair luxe and retro 50’s style. This cropped swinger features a single hidden snap closure at the jewel neckline, topped by a removable portrait collar. Makes you warm and fuzzy just thinking about it. For an even more sensual tactile experience, add the Oxygen pants—a tonal play of black and turquoise in a subtle jacquard weave.

10) **The Tight Stuff** – You’ll love the way you look when you try on the Modern pants, ’cause they dip in the front and hug in the back. Then stare when you see your skinnier self in our slimming, flattering sheaths. Slip into Passion, the hot-shot purple dress with jewel trim and big black satin border...you’ll swear you got your sexy back.

Who: Etcetera clients are women with great style and little time. From traveling professionals to busy stay-at-home moms, they book their appointments early to ensure stress-free seasons with outfits on hand for any occasion. Etcetera consultants schedule appointments at the convenience of their customers during seasonal showing weeks.

Why: Etcetera brings women well-priced, contemporary boutique style clothing for everyday wear with couture-caliber details, made from the finest fabrics from the top mills in England, Italy, and France. Here are just a few reasons women swear by Etcetera:

SUPERIOR FASHION INDUSTRY EXPERTISE: The Etcetera management and design teams include professionals with experience in some of the most renowned

design houses in the world including: Burberry, Albert Nipon, Mary Ann Restivo, Carmelo Pomodoro, Episode, Ellen Tracy, Anne Klein, Tahari, and Christian Dior.

PERSONALIZED SERVICE: Etcetera, with its full spectrum of wardrobe essentials, and intimate, efficient service, is the answer for women who long for the days of the specialty store. Consultants keep files on each of their clients so they can help them build on previous purchases and maintain a smart wardrobe with fresh looks, season to season. Some of today's best-dressed women in politics, broadcasting, real estate and finance trust Etcetera as their secret fashion resource.

SMART PRICING AND SIZE RANGE: Etcetera price ranges include: Tops \$95-\$195; jackets/coats \$275-\$425; pants/skirts \$170-\$250; with suede and leather pieces starting at \$295 in women's sizes 0 to 16.

When: The Etcetera 2008 Holiday Collection is available in 45 states beginning September 22. For a sneak peek, go to www.etcetera.com.

Where: Etcetera's Holiday Collection is available through trunk shows by appointments only. To see, please contact Etcetera at 972-733-6503 or send an email to myconsultant@etcetera.com.

More: **For press** interested in learning more about Etcetera and experiencing this fantastic shopping experience, please contact Kathleen Lucente at Kathleen@redfancommunications.com or 512-217-6352.

For style consultant and manager candidates interested in discussing a possible role with Etcetera's expanding team please contact Director of Recruiting, Edie Dance at 850-484-8120 or edance@etcnyc.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 more customized and rewarding trunk show shopping experience. Headquartered in NYC, today Etcetera has management and wardrobe representatives showing collections in over 660 cities and upscale suburbs nationwide. 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.