

The logo for ETCETERA, featuring the brand name in a white, sans-serif font on a black rectangular background.

**ETCETERA ENCOURAGES WOMEN TO
SELECT SPECIAL OCCASION ATTIRE EARLY TO ENSURE
A SANE AND STYLISH HOLIDAY SEASON**

*Direct Sales Fashion Company Also Offers Flexible Lucrative Business Opportunity for
Well-Networked, Entrepreneurial Women*

(September 21, 2009 ---NEW YORK, NY) – Labor Day has passed, fall is upon us and the holidays are just around the corner. If you're a woman who regularly finds herself tensely rushing out at the last minute to buy that perfect party ensemble, while spending far too much time and money in the process--- help is on the way from Etcetera (www.etcetera.com).

Today, Etcetera's design team unveiled the line's Holiday 2009 collection. The new collection is aimed at women who want to get a jump on selecting glamorous outfits and one-of-a-kind pieces that will work for their evenings out, Thanksgiving parties, New Year's celebrations – and everything in between! Known for consistently creating sought after seasonal clothing, Etcetera's newest collection is available across the country via home-based trunk shows. Women have already begun making appointments with their local Etcetera consultant to attend a holiday show and experience the line's highly personalized wardrobe service for themselves.

“Our wardrobe stylists are women who are passionate about helping others look their best. They are active women in their communities who have been trained and are up-to-date on all of the latest fashion trends. They know what works best of each body type and how to build a wardrobe that will stand the test of time. We're very proud of the level of service we provide and, as a result, our consultants build successful businesses with loyal clients who trust their judgment,” says Mary Alice Heape, President of Etcetera.

Heape also points out, “When it comes to preparing for the holidays, we repeatedly hear from our clients about how getting their wardrobes in place early helps them enjoy the holidays much more. They tell us that they enter the season feeling relaxed and able to focus on the people and things that matter most to them. In fact, while we receive a lot of thank you notes throughout the year, it's during the holiday season that they come pouring in!”

The Etcetera designers have come up with an outstanding selection of MUST-HAVE holiday clothing options that can be mixed and matched to create the relaxed day-to-evening out ensembles as well as dressy elegant outfits for special events. Following are some essential holiday trends from the line:

YOU'RE A GEM: While keeping the must-have blacks and winter whites, Etcetera incorporates deep jewel colors such as sapphire, ruby and raspberry into the line. When played off of each other, these rich combinations are a great way to celebrate the holidays. Gem-toned blues and greens make the clothes versatile for every preferred color palette and occasion.

PUT ON THE RITZ: Menswear for her is huge this season, and Etcetera has added some modern designs to basic pieces to create a tux with a twist. These sexy creations spice up the workday wardrobe, allowing executives to go from office to party with some simple switches. Black tie is re-imagined as a taffeta-ruffled 'swing' jacket over a lean-lined, high-wasted pencil skirt. Cummerbunds are recreated as faux wraps and obi-sashes, complete with gold-button fronts, ruffled elastic-backed leather and glazed savanna-shaded animal print.

RAZZLE-DAZZLE DETAILS: "The devil's in the details", and that's no exception this season. Etcetera's designers have jazzed up jackets, sweaters and tops with things that flint, gleam, shimmer and smolder. From beads and stones on kimono-sleeved tunics to gold metallic threads on a long, wrapped cardigan, Etcetera knows how to make clothes shine. Pair a silver sparkled trench coat with a high-waisted pencil skirt for an easy outfit that looks amazing.

HOLLYWOOD DIVA: Old Hollywood is coming back with styles and fabrics that never cease to amaze. Bows wrap up holiday's most fabulous things: bejeweling the waist of a black double knit sweater dress or softly draping over the shoulder of a ruby satin gauze A-line dress. Flapper-like pleats and rolled-up sleeves spice up a sapphire trench, while princess-styled sleeves and a wide-wedged jewelneck make a stitch-mix sweater undeniable. In other words, embrace flattering, classic styles that are too hot to go out of style.

With consultants selling the line in over 45 states, Etcetera has thousands of loyal clients who look forward to their one-on-one wardrobing appointments each season. The new Holiday collection can be previewed at www.etcetera.com. 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. Etcetera fits women from size 0 to size 16.

When: September 30 through November 28, by appointment only

Where: Trunk shows take place in the private homes or personally owned venues of our trained, professional wardrobe consultants, four times a year, in 45 states and over 660 cities and suburbs across the U.S.

How: Women can be introduced to a consultant in their community and can make an appointment by contacting Etcetera at 972-733-6503 or by sending an email to myconsultant@etcetera.com.

Growing a Home-based Business with Etcetera:

Etcetera is a leader in empowering women to build, flexible, lucrative careers. The company continues to attract networked, entrepreneurial women to represent the line in their communities via home-based fashion businesses. In recent weeks, Etcetera 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. 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 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. *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, please contact Kathleen Lucente at Kathleen@redfancommunications.com or 512-217-6352.

To become an official Facebook fan of our brand, click here on [Etcetera Official Site](#).