

Media Advisory
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ETCETERA UNVEILS SHOWROOM IN BETHESDA, MARYLAND PROVIDING WOMEN WITH EASY ACCESS TO SUPERIOR WARDROBING CHOICES

*By-appointment-only showroom offers Bethesda and Washington DC women
the ultimate in wardrobing and personalized service*

(September 20, 2010) BETHESDA, MD – Beginning this week, Etcetera (www.etcetera.com), a leading direct sales women's fashion company, will open a "by appointment only" showroom in Bethesda, Maryland (MD). Offering a chic everyday lifestyle clothing line for women on the go, Etcetera will be launching seasonal collections in the showroom, thereby giving busy, stylish Bethesda and Washington DC women the ultimate in extraordinary, beautiful designs that keep them on fashion's leading edge.

On October 1st, the new Ridgefield Road-based showroom will open featuring the Fall and Holiday 2010 collections from Etcetera with professional wardrobe experts taking private appointments to help women enjoy the art of dressing. A sneak preview of the showroom along with the Fall and Holiday collections will be available for interested parties on Wednesday, September 29th at an evening gathering with champagne and hors d'oeuvres.

"Private shopping and personalized wardrobe assistance are both things we are very excited to bring to the Bethesda and Washington DC market with our new showroom," says Mary Alice Heape, President of Etcetera. "While Etcetera has a strong following in the area, there are still thousands of women who are unaware of our exceptional designer line and the unique, highly personalized shopping experience we offer clients. Our new showroom will help us reach more of these women."

"The introduction of the Etcetera showroom creates career opportunities for management and personal stylists in the area who have their own following and want a clothing line to bring to their clients that can't be found in any stores," says Deborah Russell, Etcetera's Regional Manager for Washington DC, Maryland and Virginia. "We plan to hire eight independent wardrobe stylists who want to have their own scheduled week each season for appointment booking in the showroom and who are excited to represent the Etcetera line in this market."

This private, highly customized way of shopping has proven to be quite popular with high-profile women looking for smart ways to refresh their wardrobes. Indeed, executives from diverse

corporations such as United Healthcare, WJLA-TV, the US Chamber of Commerce, Century 21 and Children's National Medical Center; choose to shop with Etcetera due to the quality wardrobes they achieve alongside the highly personalized service they enjoy.

Here are further details on this convenient way to shop:

Who: Some of today's best-dressed women in politics, broadcasting, real estate and finance trust Etcetera as their secret fashion resource.

When: The Etcetera Showroom officially unveils the Etcetera Holiday and Fall Collection on October 1st. Clients will be seen by appointment only.

On Wednesday, September 29th from 6 p.m. to 8 p.m. there will be a showcasing of the latest trends for Fall and Holiday. Champagne and hors d'oeuvres will be served at this special event.

RSVPs are required – and should be sent to Deborah Russell at drussell@etcetera.com.

We encourage women to attend with a gently worn professional outfit or suit to donate to Suit for Change in exchange for a 10% discount card toward to apply toward the purchase of one item in the showroom.

Where: 5110 Ridgefield Rd., Suite 404
Bethesda, MD 20816

How: To make an appointment at the Etcetera showroom women can call 301-951-1994 or 301-951-1995 or send an email to showroom@etcetera.com

Growing a Business with Etcetera:

Etcetera is a leader in empowering women to build, flexible, lucrative careers with greater flexibility and work/life balance. The company continues to attract networked, entrepreneurial women to represent the line in their communities. In recent weeks, Etcetera has appointed women as wardrobe consultants who came from the real estate, interior design and banking industries. Highly networked women interested in representing Etcetera in the Washington DC, Bethesda, MD or Virginia should contact Deborah Russell at 757-749-6463 or send her an email at drussell@etcetera.com.

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](#).