

ETCETERA

ETCETERA INTRODUCES FALL 2011 COLLECTION, AVAILABLE IN 45 STATES AND OVER 660 CITIES NATIONWIDE

Direct-Sales Clothing Company Increases Growth By Wooing Top Talent With Entrepreneurial Zeal to Represent the Line

New York, (July 21, 2011) – With the heat of summer at its peak, savvy women are planning ahead for cooler weather and will be happy to know that the [Etcetera](#) Fall 2011 collection is now available and full of must-have wardrobe pieces for the coming 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 and interested women can contact a consultant near them to see the line in person beginning today.

In all, Etcetera's designers have come up with two hundred unique pieces for Fall that work both separately and together to give women the most exciting wardrobe possible for their money. Trunk shows will take place from July 21 through September 23, 2011, by appointment only. Women can be introduced to a consultant in their community or make an appointment by contacting Etcetera at (212) 262-6432 or sending an email to myconsultant@etcetera.com.

Mary Alice Heape, President of Etcetera, says, "I love that women from size 0 to size 16 are going to really have fun this season as the cuts and trends are so flattering. We are flipping over Fall. Whether you're looking for something slouchy, snake, 60s; all things ruffled, anything equestrian, loving the colors; mad for cutting edge pieces, French elegance, or crisp royal British style – we have you covered. Clearly our designers had a lot of fun and it shows."

Straight from the Etcetera design team, here are some of the hottest trends for Fall 2011:

1 / RUFFLE MANIA

Thrill. Frill. Chill. Flirt in frothy little numbers that flip a look. Flyaway skirts with carwash panels and flapper tiers; cascades of ruffles ribknit, ruched, asymmetrical, placket-framed, cheetah-spotted, wire-edged in a multitude of luscious musts.

2/ TRUE BRIT

Inspired by Kate. Met and mastered. Demure with an edge. Cutaway, sculpted, yoked, pleated, ruffled, high-waisted, double-breasted, belted, cardi-styled, calf-length. Subdue-hued with a piquant pop of mustard.

3/ SNAKE BITES

Reptile is the hot trend in prints. Sexy. Exotic. All slither and cling. Rippling along the body. Peeking out from beneath a jacket. Done in a drifty dress, a killer pant, scads of slinky silk blouses, stretchy polos, mesh tees.

4 / RIDING HIGH

Equestrian style makes the cut. Lean. Sculpted. Nipped at the waist. Skinny at the leg. Find riding jackets, breech-slim pants, perfect white tunics, thoroughbred suiting, chain-link prints and lots of leather patches.

5 / MOD SQUAD

Block stars. Snakeskin. Done with a nod to mod. Less 60s psychedelic, more 2011 chic. Python in a drift of a dress; palette-perfect colorblocks in mid-thigh cardis, curvy knits, a Mary Quant skirt, a vintage shift.

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 and managers 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.

Etcetera's President, Mary Alice Heape points out, "As we celebrate 11 years in business, we are seeing that more and more women want to join a proven company like ours. As part of The Connaught Group, which has been a leader in direct sales and women's clothing for over 29 years, Etcetera has a solid foundation of excellence that allows us the freedom to grow versus continuing to reinvent ourselves. Women love being part of our business because in the chic, everyday-wear designer category, we are the industry leader in sales and quality and have remained so since our first collection in 2001. Plus, our sellers and managers know that we are solidly committed to their success."

Etcetera Regional Manager, Meredith McNamara adds, "This is a career I am truly proud of. As a mother of three, I can run my business out of my home office. I love recruiting women to represent the line and grow their business just as much as I enjoy being a role model and cheerleader for my team every day. The personalized efficient shopping combined with a stellar clothing line wins women over and for good reason."

Highly networked women interested in representing Etcetera should contact the company's 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 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.