

AISLE *of* STYLE, LLC.

Personalized Wardrobe Consultation

MEDIA RELEASE

FOR IMMEDIATE RELEASE

Media Inquiries:

Aisle of Style, L.L.C. | Tasha L. Jones

720-530-5114 | tashajones@aisleofstyle.com

WARDROBE STYLING WORKSHOP OFFERS SEASONAL STYLING TIPS TO BENEFIT THE WOMEN OF DRESS FOR SUCCESS DENVER

Denver, CO – November 29, 2006 – On Wednesday, December 6th, from 6 to 8 pm, Dress for Success Denver and Aisle of Style, LLC will host a Wardrobe Styling Workshop presented by Aisle of Style owner and wardrobe consultant, Tasha L. Jones. This informative workshop is designed to teach women how to select the most flattering fabrics and styles for their body type; provide tips to develop an interchangeable wardrobe for maximum use; and to express distinct personal style through their current wardrobe.

"The great thing about this workshop is that women will receive savvy tips on the season's latest trends," says Dress for Success executive director, Kathy Bacon. "And they will be giving back to a non-profit organization that transitions a lower-income woman toward self-sufficiency by offering her the confidence boost and encouragement that will help her succeed professionally."

The overall goal of this Wardrobe Styling Workshop is to continue to raise awareness about the importance of Dress for Success; the need for volunteers; and to highlight the impact this non-profit has on the lives of women looking to make a big difference in their lives. "Partnering with Dress for Success is a no-brainer for me," says Jones. "A suitable business wardrobe conveys preparation for success. It lets our peers and superiors know that we take pride in ourselves and our work. That is what I love about the Dress for Success program. This organization equips women with the wardrobe tools to help them thrive in work and in life. My participation is to illustrate how we can all demonstrate that sense of pride and personal style through our wardrobes."

The cost to attend the Wardrobe Styling Workshop is \$15. All proceeds benefit Dress for Success Denver. Tickets are available for purchase on the day of the event at 1420 Ogden Street, Denver, CO, 80218.

Dress for Success is a not-for-profit organization whose mission is to advance low-income women's economic and social development and to encourage self-sufficiency through career development and employment retention. Dress for Success responds to the needs of our community by providing programs that help economically disadvantaged women acquire jobs, retain their positions and succeed in the mainstream workplace.

Each Dress for Success client receives one suit when she has a job interview. When she successfully lands a job, she returns to Dress for Success for a second suit and up to a week's worth of business appropriate separates. She also receives an invitation to join the Professional Women's Group, our employment retention service. Dress for Success serves job-ready women, by referral only, from nonprofit organizations including domestic violence agencies, homeless shelters, and job-training programs.

Aisle of Style is a full-service wardrobe consulting provider helping women discover the new possibilities of their existing wardrobe. The following services are offered:

- **One-on-One Consultations:** Free one-hour consultation by appointment only. The ultimate goal is to map out a cost-effective strategy toward enhancing a client's wardrobe.
- **Closet Evaluation:** Designed to take inventory of a client's entire wardrobe, time is spent determining key items that the client already owns and identifying new pieces that are needed to maximize wardrobe selections. End result: A closet full of stylish ensembles that the client can interchange week after week.
- **Personal Shopping Appointment:** Jones identifies a collection of hand chosen clothes prior to the client's arrival at a number of selected retailers. At the scheduled personal shopping appointment, Jones and client will view every outfit that is tried on – to ensure proper fit and flattery. The goal is to ensure that the final purchase will maximize her client's wardrobe and send her on her way to a stylish lifestyle.
- **Special Event Shopping Appointment:** Similar to the personal shopping appointment, Jones selects one to two retailers and identifies a collection of hand chosen clothes prior to the client's arrival. Jones and client will view everything that is tried on – in order to ensure proper fit and flattery. The goal is to prepare the client to for a day/evening of compliments.

Aisle of Style provides a fashion update experience designed for women by offering suggestions toward the right ensemble, and encouraging self-confidence to experiment with clothing and accessories. Services are provided at a flat rate.

For more information:

Kathy Bacon and Dress for Success Denver, log on to <http://www.dressforsuccess.org/denver>.

Tasha L. Jones and Aisle of Style, log on to www.aisleofstyle.com.

###