

silhouettes®

DRESS FOR SUCCESS®

silhouettes® for SUCCESS

Plus-size apparel retailer, Silhouettes® is proud to announce their partnership with Dress for Success® Worldwide, an international not-for-profit organization dedicated to helping women achieve economic independence and self-sufficiency.

What began as a partnership focused on increasing the plus-size apparel available to Dress for Success® suiting facilities, has now evolved into a program offering social media and online job search training for Dress for Success® clients.

In October, Silhouettes® sponsored social media seminars at Dress for Success® affiliates in New York and Washington, DC. From the participants, six women were chosen to share their stories on a newly created blog – Silhouettes for Success (<http://dfs.silhouettes.com>). These brand ambassadors will chronicle their journeys over a thirty day period, allowing the world a window into their daily lives. This is the first foray into social media for Dress for Success®.

“This partnership is a coup for both organizations,” says Jill Simonson, Corporate Relations Director at Dress for Success Worldwide. “With social media playing an increasingly prevalent role in the ways that people communicate and search for employment, we are pleased that Silhouettes has sponsored social media training for our New York and DC chapters as well as established a forum where select members can have a voice and share their stories.”

“We see immense value in the work being done by Dress for Success and are dedicated to increasing awareness of their important initiatives,” says Amy Schilder, Vice President of Corporate Marketing. “When we realized that plus-size clothing is underrepresented in the donations that Dress for Success receives, we saw an opportunity to help. Being able to partner on a larger scale and getting to know these women on a personal level, has been extremely gratifying.”

To get involved on a local level, log on to www.dressforsuccess.org to find an affiliate near you and discover the ways that you can support the crucial work done by Dress for Success®.

About Dress for Success®

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 100 cities in the U.S., Canada, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. To date, Dress for Success has helped more than 500,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

About Silhouettes®

With women’s apparel starting at 12W, Silhouettes is the fashion leader for plus size women who are confident in their sense of style. Silhouettes’ collections include career, casual, shoes and accessories. On trend, without being trendy, Silhouettes takes our customer effortlessly from workday to weekend, in comfort that never compromises style, quality or value. Silhouettes sells its merchandise at www.silhouettes.com and through its catalogs

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