



FOR IMMEDIATE RELEASE

ECHO DESIGN CREATES LIMITED-EDITION SCARF WITH A MESSAGE TO BENEFIT DRESS FOR SUCCESS

Scarf is third installment in annual Something To Share™ campaign

New York, New York (September 1, 2010) –**The Echo Design Group**, in partnership with **Dress for Success Worldwide**, will debut a limited-edition lightweight rayon scarf in time for the holiday season. The cream colored scarf is embellished with the words “Believe,” “Success,” and “Inspiration,” in rich shades of blue, green and red. For every scarf sold on EchoDesign.com, \$15 will be donated to Dress for Success Worldwide, the international nonprofit organization that helps disadvantaged women achieve economic independence by providing professional attire, a network of support, and the career development tools to help women thrive in work and in life.

“We are so thrilled that Echo designed the 2010 scarf for our annual Something To Share campaign,” said Joi Gordon, CEO of Dress for Success Worldwide. “The words on the scarf embody the spirit of Dress for Success and the incredible women who we serve around the world.”

“We are truly honored to take part in such an important initiative and to support the Dress for Success organization,” said Lynn Roberts, Vice President of Advertising and Public Relations at The Echo Design Group. “We wholeheartedly believe in these women and are happy to do whatever we can to help.”

The exclusive Echo Design scarf will be available at www.EchoDesign.com through the holiday season and will retail for \$30. The scarf is also available for purchase from Dress for Success affiliates, with proceeds supporting the local organizations. Since 2008, Dress for Success has partnered with top designers through its Something To Share campaign to create a unique scarf each year that is used to generate funds and awareness for the organization. Past participating designers have included Sean Combs and Tommy Hilfiger.

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About Dress for Success

Dress for Success is an international not-for-profit organization that promotes 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., Australia, Canada, Mexico, the Netherlands, New Zealand,

Poland, the UK and the West Indies. To date, Dress for Success has helped more than 550,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

About The Echo Design Group

Established in 1923, The Echo Design Group is a leader in creating innovative and beautifully designed accessories and home products. Echo designs scarfs, wraps, cold weather items, gloves, handbags, beachwear, beach towels, rainwear and outerwear. In addition, they also create bedding, decorative fabric and trim, rugs, bath coordinates, wallpaper, paper products, window treatments, throws and home decorative books. They also design extensive collections through private label for major retailers, prominent museums and corporations. Echo's prestigious list of licensing partners in fashion accessories includes Polo, Lauren by Ralph Lauren, Chaps and American Living.

**For additional information or to request samples please contact
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