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**MYSHAPE® OFFERS WOMEN TRUE FASHION VALUE FOR
EVERY SHAPE WITH THE COST PER WEARING (CPW)
INDEX**

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***Shop for Apparel with Flawless Style - Picking the 'Right'
Pieces
for your Shape for Multiple Looks with the Fashion
Coordinator for the Academy Awards®***

PASADENA, Calif. – (April 14, 2009) – myShape® (www.myshape.com), the Personal Shop on the web, offers its *Cost Per Wearing (CPW) index* value dressing strategy that will help women of all sizes and shapes to shop for apparel while saving money, and look polished and pulled together. Patty Fox, myShape.com's Chief Creative Officer, Fashion Coordinator for the Academy Awards® and best-selling author contends that when you shop for apparel, true value comes from the number of times you could conceivably wear a piece of clothing and not the number on the price tag!

The *CPW index* is something that is dear to Fox who maintains that having flawless style is about picking the 'right' pieces for your body shape. Many women compromise on how well an item fits- they think they are saving money, but they end up with an item that just doesn't work. "Every woman should invest in a few special wardrobe pieces that really make her shine. They should be timeless, serve many

functions and preferably be something colorful and of better quality. These are punch pieces that pop an outfit and that extend the scope of your wardrobe and suit your multifaceted lifestyle,” maintains Fox.

One such piece might be myShape.com’s peridot cashmere tie cardigan by Beth Bowley. At \$253, the price is right when you look at it through the *CPW* lens, says Fox. “This cardigan can be worn over casual pants, over a long halter dress, in lieu of a blazer, over a short summer dress and even with jeans. The ways in which you can wear this piece are endless! You could wear this sweater every week for a whole year and never look the same twice! So in reality, with an initial investment of \$253, you will have paid less than \$5 per wear!”

What about basics you say? While Fox is a fan of the notion of the cornerstones of a great wardrobe, a woman can’t live on basics alone! “We need color, prints and accessories in order to truly take advantage of the mileage that basics offer. So in addition to the basics, every woman should have a colorful cardigan, a print dress, a feminine print blouse, a soft and a shapely skirt as well as a fashionable vest to layer. A colorful trench coat as well as one ‘fashion’ jacket that can replace a blazer in order to break up a suit are also excellent investments”, Fox maintains. “Next time you are out bargain hunting remember the *CPW index* and let it lead you to the real deals!”

ABOUT myShape.com

myShape® is the new Personal Shop for women on the web-an innovative women’s fashion site that is changing the way women shop. myShape provides each member with her own Personal Shop™ filled with clothing choices that match her measurements, body shape and

fashion and fit preferences. The Personal Shop and the ShapeMatch® system are protected by issued and pending international patents. The company is changing the metrics for retail online – myShape members buy more, return less and are more satisfied with their clothing purchases. myShape is outreaching to millions of women to provide them with an effortless way to shop for apparel that fits and flatters™. For more information go to <http://www.myShape.com>.