

FOR IMMEDIATE RELEASE

CONTACT:

Inspiring Minds Communications

Norma Kelly (818) 509-0575

nkelly@inspiringmindscom.com

MYSHAPE® NEW PERSONAL CONTENT CHANNEL STYLE ME™

All things fashion personalized at MyShape's new [Style Me](#) channel.

PASADENA, Calif. (August 31, 2009) — MyShape® (www.myshape.com), the only Personal Shop™ for women on the web, just got more personal with the launch of [Style Me](#) an essential guide to style know-how. Keeping with MyShape's commitment to give each member quality clothes matched to her measurements and fit and style preferences—no more size charts, no more guesswork—[Style Me](#) produces content that is customized to address fashion challenges and to provide style inspiration tailored to each woman's shape, lifestyle and taste to help its customers know what to wear for every occasion, taking the guesswork out of dressing.

[Style Me](#) serves the fashion curious and conscious with a range of valuable advice: [Shape Anatomy](#) offers the lowdown on what-to-wear shape tips, [Style Stories](#) features everyday women's fashion frustrations and triumphs, the [Look Books](#) keep people in step with each season's trends and [Runway to Your Way](#) shows a woman how to adapt those trends for her own shape.

"[Style Me](#) is about a path of discovery," says MyShape Chief Creative Officer Patty Fox, who has been Fashion Coordinator of the Academy Awards®. "Each area of Style Me helps a woman create her individual sense of style, beyond cookie-cutter fashion, to enhance her unique qualities and let that personality shine through her clothes."

[Shape Anatomy](#)

At the heart of MyShape's philosophy is that your body is as individual as your personality, so clothing should be selected for every aspect of you, not governed by your size, but your shape. Shape Anatomy, which features a great weekly tip update, important wardrobe tips on what to wear, from necklines and dresses to a.m. and p.m. ensembles, and numerous outfits for every occasion—all especially selected to fit and flatter her shape.

[Style Stories](#)

With Style Stories, real women share their signature style as well as their fashion highs and lows, essentials and inspirations. For some, the process of developing a signature style—a style that is uniquely you—can be intimidating, so people turn to trends instead of personalizing their look, which is more timeless. The women featured in Style Stories each demonstrate how their signature style transcends trends, but also how they adapt the hottest new looks to their liking, lifestyle and shape.

[Look Books](#)

What sets MyShape's Look Books apart from others online? Every season MyShape presents the latest trends with a variety of enviable ensembles for work and play, from its exciting inventory of more than 200 quality brands—including popular designers Catherine Malandrino, Yoana Baraschi, Betsey Johnson and Michael Kors—and every look is completely shoppable. And, because shape is key, each garment description provides what shapes they flatter and why.

[From Runway to Your Way](#)

From Runway to Your Way showcases all the top looks from international runways and then translating them for everyday wear. This is an easy how-to guide to keeping up with the latest trends or how to incorporate the look into your signature style. From Runway to Your Way also offers several cool outfits depicting each trend, and if a woman feels like experimenting with a look, she can try building her own look in the interactive [Outfit Builder](#). As a MyShape member, all the apparel that match her shape and measurements, will appear in her Personal Shop so she sees only styles that fit and flatter her.

About MyShape®

MyShape® is the new Personal Shop™ for women on the web. MyShape provides each member with her own free Personal Shop filled with fashions 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. MyShape is reaching 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>.

#