

FOR IMMEDIATE RELEASE:

Eris Apparel Designs Sexy and Comfortable Clothing for the Busty Figure

MINNEAPOLIS, Minn. - Dec. 1, 2006 (SEND2PRESS NEWSWIRE) -- Average-sized women with larger busts often meet challenges when it comes to finding that perfect cocktail dress or that professional-looking jacket for an important meeting; Eris Apparel has designed not only a solution, but also an attractive clothing line that rises to fit any occasion.

*(LOGO 300dpi: Send2Press.com/mediadesk/1206-eris_300dpi.jpg)

For years, Mandy Farrow, Eris Apparel founder and designer, had experienced these shopping challenges first hand.

"My body was a petite size six, but my bust line was a 36G," Farrow said. "Anything I bought made me feel chunky, awkward, or just plain odd-shaped. When I found something that would work, it was makeshift. I could never find anything I could just throw on and feel really comfortable in."

With an entrepreneurial spirit, and a breast-reduction, Farrow was inspired to start-up a business that would fill this niche in the market - a clothing line that would help bustier-figured women to feel confident, sexy and comfortable.

Popular featured items currently include: a blazer, cocktail dress and camisole. Other items such as blouses, casual tops, and suit pants and skirts are also available; a swimwear line is planned for the spring of 2007.

"I was surprised to find that there was little or no competition," Farrow said. "I thought I would start the clothing line with these basic items and expand into other areas later."

Fabric selections are stylish and easy-to-care for. Each piece is thoughtfully designed to provide apparel that women will enjoy wearing and feel good in.

One happy customer said: "What you have done for my ego has been great. I have the amethyst-classic dress and I must say that I have never looked so good in a dress before. I have gotten numerous comments from friends, family, and co-workers every time I wear it. I have always had trouble finding dresses that would fit me right and look good."

Current sizes range from 6 to 16; they are comparable to misses' sizes in the waist, arms, neck, shoulder and back; the bust-line is built more full. Average misses' sizes are made to accommodate A-C cup sizes, but Eris Apparel sizes are made to accommodate average D-DDD cup sizes. Size selections will soon be expanded to 2 through 18.

"All of the extra material is strictly toward the front of the garments where it is needed," Farrow explained. "Clothes are being made to fit the way they should without extra material that requires tucking or altering."

At Eris Apparel, customers will find a stylish collection of ready-to-wear pieces; they can mix and match fabulous colors and fabric options to create their own style - all designed to fit a busty figure.

"Every time I have worn my camisole," said another happy customer, "People ask if I have lost weight. I think this is because of the way it is tailored. I also love its versatility. I have worn it with jeans, for golf, to work with a casual jacket, and also with dress pants and skirts. I have a wedding coming up and plan to wear it with my pink, pin-striped black pants and black, dressy jacket. I am sure there are not many other clothes a person could wear golfing and to a wedding!"

Currently, Eris Apparel has their production operation based in New York and New Jersey; the company is headquartered in Bancroft, Iowa. Farrow handles design and draw concepts.

Plans have been discussed to open Eris Apparel stores in larger shopping malls, nationwide, in 2010.

To learn more: visit <http://www.erisapparel.com>

Send2Press(R) is the originating wire service for this story.

NEWS SOURCE: Eris Apparel / Eris, LLC

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December 2006 // Press Release / B-NAB/WR-LS/HR