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Clothing Customized for Your Closet, Delivered to Your Desktop

New Website Fashion-Ade.com Connects Retailers, Shoppers Online

ATLANTA, GA--(Marketwire - September 21, 2010) - Why look for clothes, when clothes can look for you? Atlanta-based [Abundant Closet](#) today launched a new website, [Fashion-Ade.com](#), that connects shoppers and online retailers in a completely new way. Fashion-Ade.com helps women maximize their wardrobes, and in the process, helps online retailers recommend the season's latest apparel to go with what a woman already owns.

[Fashion-Ade.com](#) is a virtual closet and e-stylist that incorporates aspects of social commerce and contextual shopping. It captures women's style preferences and allows women to record the contents of their closets, then presents them with choices based on their overall wardrobe. Instead of blindly browsing racks of blouses, skirts, and dresses, etc., that may not match what they own, shoppers receive style-relevant choices that work with their current garments.

"Just as Pandora recommends songs based on user preferences, [Fashion-Ade.com](#) suggests outfits -- and online merchandise -- that matches the user's style, taste and attitude," said Abundant Closet [Chief Executive Officer and founder Jody Fennell](#). "[Fashion-Ade.com](#)'s patent-pending Outfit Engine delivers highly-qualified leads for retailers by matching merchandise to the outfits in shoppers' closets."

Since 60% of women wear only half the clothes they own, and spend almost 20 minutes getting dressed each day, [Fashion-Ade.com](#) can also help them save time and maximize their closets by suggesting new combinations of existing garments. They can also see new items from retailers including [Zappos](#), [Saks Fifth Avenue](#) and [Dillard's](#) that complement outfits they already own.

"In short, it helps women be smarter about what to wear, and what to buy," said [Chief Marketing Officer and co-founder Ella Dyer](#). "Users choose from nearly 100,000 stand-in silhouettes that represent the style, color and fabric of their clothing. The Outfit Engine then assembles them into

new combinations and suggests new options. Users can rate each outfit and even share them with friends through Facebook."

The Closet Insights tool helps retailers better serve shoppers by providing real-world information on what they prefer and what they wear; this helps retailers make better marketing and buying decisions, leading to more sellable inventory and more efficient use of working capital.

About Abundant Closet

[Abundant Closet](#) provides innovative social commerce intelligence to retailers in the \$215 billion women's fashion retailing industry, offering Closet Insights to generate higher quality leads and maximize working capital by optimizing fashion buying decisions. Its first application, Fashion-Ade.com, enables consumers to maximize their closets and retailers to present consumers with apparel items that are relevant to their taste and style preferences, resulting in higher purchase rates. Over time, [Fashion-Ade.com](#) will allow Abundant Closet to become the go-to resource for information on what women own and what they actually wear.