

# L'Armoire

102 Park Street

New Canaan, CT

[www.L'armoirenewcanaan.com](http://www.L'armoirenewcanaan.com)

## PRESS RELEASE

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### L'Armoire's "Fashion MDs" offer Prescriptions for a Healthy, Recession-proof Wardrobe

NEW CANAAN, CT (Jan. 30, 2009) – L'Armoire, the chic women's clothing, accessory and jewelry boutique at 102 Park Street, is offering an opportunity to revitalize and recession-proof women's wardrobes. Now through February 29<sup>th</sup>, shoppers can either make an appointment, or just drop in, for a personal wardrobe consultation that focuses on resolving fashion failures. Customers are invited to bring in problem tops, skirts, pants or accessories for advice on how to make them work. "We have all bought pieces that we really like at the time, but when it comes to putting them together in an outfit, they just don't seem to work out," said Diane Roth who opened L'Armoire 23 years ago. "We will look at these problem clothes and suggest fresh ways to wear them with different accessories, a slight alteration, or combining pieces in a way that maybe, the customer never thought of before."

For pieces that ultimately don't work out for the wardrobe, L'Armoire will collect and donate them to Dress for Success, a non-profit organization that helps low income women in Southwestern Connecticut find jobs. "In the current economic climate this is a win-win for everyone," said Roth. "Fashion patients will learn how to update what they own, and make the most of their wardrobe. Many times, when a piece doesn't work out, it is not that there is something wrong with it, but it just isn't the right style or color for them. By donating these pieces to Dress for Success, they make their way to someone who they do work for and who can really benefit from the contribution".

"Sometimes a piece that is classic just needs a contemporary twist. There is no need to forgo fashion when you may have great pieces in your closet", says Roth who, along with her staff, specialize in helping people look their best, whether they are in jeans or gowns. "This is a chance for people to re-evaluate what they own and to assess what combinations work or do not. It is particularly apropos in

this current economy to not be wasteful. Instead of rushing out to get a new top or jacket for an outfit, why not see if there is a fresh new way to give it a new look, a new life.”

Debbie Woodward of New Canaan, a long-time client, has great confidence in the advice she gets from L’Armoire staff. "They know what is in my closet better than I do and have helped me look great for every occasion whether for business or pleasure. They even helped me look my best through my last pregnancy."

Established in 1985, L’Armoire features designers such as Tuleh, John Galliano, Malo, and Gerard Darel as well as many other designers and local artisans. L’Armoire is located at 102 Park Street, New Canaan, Ct. Hours are from 9:30am to 5:00pm Monday through Saturday. For more information call 203.966.1764, or visit their website at [www.L'armoirenewcanaan.com](http://www.L'armoirenewcanaan.com).

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