



The Creation and Launch of DressDibs.com—Background Information

What Is DressDibs.com:

A free, teen-centric website which enables girls to upload pictures of their formal event dress to their personal profile/closet and place “dibs” on it for a selected event as well as upload BFF event photos and “Oh No Moment” stories. The website also features information, resources, and links to many of the dress sources, brands, products and services needed by those attending formal events. The national network DonateMyDress.org is also featured on the site.

Founder’s Quote: How the Idea Came About and Who the Website Serves:

“Teenagers always worry about having the same dress as someone else at an event and experiencing the ultimate “Oh NO Moment” of dress duplicity. For several years my Mom and I have talked about the need for a website that will enable all girls everywhere to get their dibs on a dress and alleviate some of the stress and drama surrounding formal events. When it came time for me to commit to a senior project we decided to create and launch DressDibs.com.” said Alexandra Wenger, Founder of DressDibs.com

How A Project of This Magnitude Was Accomplished by a High School Senior:

Through the Education & Support of:

- Chad Harnish of M Street Associates Website Architects, Lancaster , PA
- Gregg Sheibley of 206 Design, Mechanicsburg, PA
- K.C. Wenger of K.C.P.R. Public Relations, Lewisberry, PA

Commitment to A Year Long Educational Process & Cedar Cliff High School Senior Project/What She Learned and Participated in:

Phase I: Site Naming/ Domain Search & Registration/Trade Marking Process of DressDibs/Plan Site Structure/ Research/Creative Concept Development/ Logo Design/ Content Writing &Development/ Content Placement/ Proofing/ Testing/Launch

Phase II: Publicity/ Traffic Building/Social Media/Traditional Public & Media Relations/ Proactive Contact to Retailers and Manufacturers/ Continued Product Research/ Ad Sales & Placement

Phase III: Keep Site Technologically Current, Fresh and Relevant Going Forward!

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