



THE LAUNCH OF DRESSDIBS.com

The End of Dress Duplicity --A Gift to Mom's Everywhere!

Any Mom raising a teenage daughter knows that the teen years are an intellectual, emotional, and social rollercoaster in a girl's development. While you will remember and cherish the days with the loving heart of a mother, you will also remember the fortitude it took to stay on the merry-go-round.

I have carefully watched as Alexandra, my rather well-balanced and intelligent daughter of 17 years, finds her way through the dizzying mix of influences on a teen's self-development and self-esteem: home life, family, friends, sports, peer influence, hormones, weight, social status, GPA, class rank, who's hanging out with whom, and last but not least, the all consuming focus, angst and social trepidation over an upcoming school social function or dance.

The theme... the decorations... the date... and the dress. Ahhh yes... the dress.

There is something about a daughter's ultimate search for the perfect dress for a dance or prom that can unglue even the most supportive mother...

Who's wearing what? Long or short? How much can I spend? What color is in? Where should we look? And the question of all questions— What if someone else has my dress?

This heart-stopping question transcends geographics, economics, and race. It's universal.

Ask any mother who has witnessed the scouring of piles of prom fashion magazines by her daughter, looked at dresses online till their eyes rolled back in their heads, and canvassed every mall and dress shop in the state until "the perfect dress" was found.

Just when you think the quest is finished, daughter-dearest, who is happily spinning around in front of the dressing room mirror stops abruptly, and with a look of horror on her face asks, "OMG, what if someone else has this dress?"

Back in my day, dress shops would make a record of a purchased dress by school or event to try to curb duplication mishaps. That quaint ritual no longer covers the bases in today's world. Dresses borrowed, purchased at department stores, ordered through turbo e-shopping or bought out of town by the traveled younger set, are wide open for duplication. In addition, if you are a guest from out of town or from another school, you have no idea what the kids at that school are wearing and really don't want to be the one that causes a duplication disaster.

Dressing room visions of the "Oh No! She's Wearing My Dress" moment fueled Alexandra's brainstorm and mission to create and launch DressDibs™.com. This simple, social, teen-focused website enables girls to post photos and a description of the dress they plan to wear to a special event to alleviate dressing room anxiety and help prevent the horror of dress duplication. The site tagline explains it all: Got the Dress. Get the Dibs.



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Don't be misled by my use of the word simple as nothing about formal event preparation, or building a website with a teenager for that matter, is simple. The word merely reflects the site's simple purpose and ease in which it can be used. Teen-expected applications, upload capabilities, graphics, information, databases etc... make the site as useful and relevant to the teen school social scene as their beloved Facebook on which, of course, there is the requisite DressDibs™ fan page.

As an added bonus for the shopped-out, DressDibs™ also provides tons of well-researched ideas, information, resources, and links to help event goers and their beleaguered parents find great sources for additional items. Info on tuxes, flowers and accessories is offered up in a section called Got the Dress. Get the Rest.

The site also calls attention to Donate My Dress.org, a national network of organizations dedicated to the collection and distribution of formal dresses, accessories, and other necessities to girls who might otherwise not have the opportunity to enjoy a special event due to economic restrictions.

While Alex's little technological invention may relieve a myriad of mother-daughter woes, the creation of a fashion faux pas site may also seem shallow in times when the economy has fallen apart, people have lost their jobs, and many folks are more concerned about eating than strapless or one-shouldered.

That said, there are still going to be rites of passage, social functions, proms, and dances that mean the world to our kids. Sure, school decorations may be scaled back, kids will carpool to events, and dresses may be bought at a consignment store or borrowed, but the angst, questions, and desire to look extraordinarily unique and special will be the same.

The true value of DressDibs.com, beyond being a gift to Mom's, is the simple but valuable role it will play in helping any girl, no matter who she is, where she's from or what she wears, to feel like one in a million and bask in her own "spotlight" on a special night!

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Editorial Note: Alexandra Wenger, a fashionista since birth, is a senior at Cedar Cliff High School in Camp Hill, PA who created www.DressDibs.com as her senior year project with the support of: Mark McCauslin, Cedar Cliff High Senior Project Counselor; Chad and Anne Harnish, M Street Associates, Lancaster, PA; Gregg Sheibley, 206 Design, Mechanicsburg, PA; and K.C. Wenger, K.C.P.R. Public Relations & Communications and proud mother of the founder. For information contact: kcpr@verizon.net or 717-572-2779.