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# Chantelle

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## **FOR IMMEDIATE RELEASE**

### **Dress for Success and Chantelle Partner to Give Women a Boost of Confidence on Mother's Day and Beyond**

**New York**– Dress for Success, an international non-profit organization that promotes the economic independence of disadvantaged women, continues its partnership with Chantelle, a leading French manufacturer of women's lingerie. Chantelle has been the national intimate apparel sponsor for Dress for Success since 2003, further demonstrating the company's dedication to caring for the comfort and confidence of women.

With Mother's Day approaching, Dress for Success and Chantelle partner to encourage women to help another woman succeed in the workplace. For every bra purchased from May 1– May 31 and November 1 – November 30, Chantelle will donate 2% of retail sales to Dress for Success, with a minimum donation of \$100,000. In addition, during these promotion periods, one bra for every 100 sold will be donated to Dress for Success, with a minimum of 5,000 bras donated.

"For the past four years, Chantelle has provided the women we serve with confidence and support," said Joi Gordon, Chief Executive Officer of Dress for Success Worldwide.

"We are thrilled to be launching this campaign with Chantelle during Mother's Day season as it's the perfect time to encourage women to let their inner confidence shine through," adds Ms. Gordon.

During the month of May, Chantelle will celebrate Mother's Day with women, mothers and daughters by conducting bra-fitting seminars with Dress for Success affiliates across the country. Bra-fitting seminars will be held for Dress for Success volunteers at each participating affiliate. At each bra-fitting seminar, Chantelle

sales consultants will teach volunteers how to assist Dress for Success clients with bra fitting and selection.

“Supporting Dress for Success is a natural extension of Chantelle's mission to help women of all figure-types feel confident and comfortable with expertly fitted lingerie” says Sonja Winther, President North America and U.K.

### About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 80 cities in the U.S., Canada, New Zealand, the Netherlands and the UK. To date, Dress for Success has helped more than 350,000 women work towards self-sufficiency. Visit [www.dressforsuccess.org](http://www.dressforsuccess.org) to learn more.

### About Chantelle

For more than 100 years, Chantelle has been dedicated to the art of creating great fitting, high quality intimate apparel, designed to enhance a woman's beauty, confidence and self-image. Chantelle maintains the highest European standards of manufacturing and all materials are sourced from Europe's top manufacturers to ensure products are of the highest quality. Today, Chantelle is a leader in the everyday basics category and meeting the needs of American women of all figure types. Their seamless molded styles known as Hedona, Graphie, Senso, Africa, Body Sculpt and Essensia are worldwide top sellers, ranging in cup sizes from A to H, offer fit and comfort like no other. Chantelle is sold in fine department stores across the U.S. such as Bloomingdale's, Neiman Marcus, Nordstrom, Saks Fifth Avenue and specialty stores such as Intimacy of New York, Chicago, and Atlanta, Bra Smyth and Town Shop.

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