

For Immediate Release

**Please Contact: Katherine Rothman info@kmrcommunications.com
or Alissa Bell alissa@kmrcommunications.com at
KMR Communications, Inc
(212) 213-6444**

TIPS ON BEING FASHIONABLY FESTIVE THIS PARTY SEASON AND NOT A HOLIDAY FAUX PAS

Did you know that nearly three-quarters of Americans (73 percent) are "stressing out" about what to wear to at least one holiday occasion? Sears recently commissioned a national survey of Americans and also found many interesting facts. For instance, contrary to popular belief, the annual office party narrowly beats out New Year's Eve as the occasion most people worry about "what to wear" during the holiday season. The other top holiday fashion stress inducers were what to wear to a religious service (15 percent), and the family "photo op" and New Year's Eve party tied for third place with 14 percent. Women said they were more stressed about looking good at the annual office party and men said they were stressed out about what to wear to a religious service. No matter what the occasion, everyone wants to look good for the holidays. And, we found out that 90 percent of us don't particularly want to try and slim down to fit into a holiday outfit. Lourdes Figueroa is the creator of UDefineU, (www.UdefineU.com) a new DVD set that covers as one of its many topics fashion advice for the new millennium. She shares her wisdom for being a holiday fashion "do."

Common holiday fashion faux pas:

Wearing Too Much Glitz

Beading, metallic and shimmer are all fine for the holidays. In fact, most women wait until a good party to break out all of the glitzy finery. But too much shine can overwhelm anyone, especially if you wear it in areas that you don't necessarily want to highlight (like a beaded chest sweater for a busty woman).

Showing Too Much Skin

Thigh-high miniskirts and cut-to-the-navel dresses may look great on the runway, but in reality they are almost impossible to carry off. Not only is it possible to dress sexy while leaving lots to the imagination, it's also the best way to look your prettiest for the holidays. The secret here is to accentuate your best features with a suggestion: a lace trimmed cami-sole under a blazer hints at great cleavage, a small slit on a skirt gives a glimpse at gorgeous legs, a halter dress shows off toned arms.

Getting Caught With Nothing to Wear

Nothing is worse than being invited to a fabulous party and having nothing to wear. By keeping a few dressy basics in your closet you can always be prepared for last-minute invitations.

Making It Too Complicated

No wonder women approach the holidays with dread: trying to coordinate outfits, gifts, travel and parties can overload even the most organized woman. Instead of trying to match up dressy separates, try a little black dress this season. Not only is it universally flattering, it will take you to almost any event in style. Just add accessories and you're set.

Being Under or Over Dressed

You show up in jeans, everyone else wears velvet; you wear a long dress and others wear business clothes. You're not alone if you have trouble deciphering dress codes on a party invitation: most people get confused by designations as ambiguous as "Dressy Casual" or "Cocktail Attire." A few dressy items span several categories -- such as the little black dress for her or dark suit for him -- both of which can attend everything from semi-formal to cocktail parties.

For Immediate Release

Please Contact: Katherine Rothman info@kmrcommunications.com
or Alissa Bell alissa@kmrcommunications.com at
KMR Communications, Inc
(212) 213-6444

Brush up on dress codes: Party Definitions

Black tie, formal, dressy casual and more!

Banish pre-party jitters about attire with this quick reference to dress codes for social events.

Black Tie means formal. Men wear tuxedos, women wear cocktail, long dresses or dressy evening separates.

White Tie means ultra-formal. Men wear full dress, with white tie, vest, shirt. Women wear long gowns.

Formal usually means the same as Black Tie, but in some trendier cities like New York or Los Angeles, it could mean a black shirt, no tie with a tux. Women wear cocktail, long dresses or dressy evening separates.

Black Tie Optional means you have the option of wearing a tuxedo, but it should clue you into the formality of the event, meaning a dark suit and tie would be your other option.

Semi-formal is the trickiest of all dress codes. Usually it means that tuxes are not required, nor are long dresses. An evening wedding (after 6 PM) would still dictate dark suits for him, and a cocktail dress for her. Daytime semi-formal events mean a suit for him and an appropriate short dress or dressy suit for her.

Cocktail Attire means short, elegant dresses for her and dark suits for him.

Dressy Casual usually means no jeans or shorts. Similar to business casual, but a tad dressier.

Casual generally means anything goes.

Common Fashion Mistakes & Blunders.

Your clothes don't fit correctly. Wearing baggy clothes can add pounds. Clothes that are too small accentuate unsightly bulges. Don't buy anything thinking that it will be "just right" if you lose weight. Look good now. If the size tag bothers you, cut it off. Wrinkled clothing. That great suit or dress won't flatter you unless it's wrinkle-free. Avoid this fashion mistake and buy clothes that don't wrinkle or keep an iron handy. Dressing too trendy. Don't try to satisfy every trend in one day. You'll probably just end up looking silly. Mixing two seasons in one outfit. Your pieces will contradict each other. Stick with one-season fashions. Evident bra and panty lines. Wear proper fitting undergarments under your clothing. If they do fit you properly and you still have lines, then your clothing is too tight. Exposed undergarments. Avoid this fashion faux-pas! Keep your bra straps properly adjusted so they're not hanging out. If your pants are low-rise, your panties should be too. Too much white. White makes you look larger so limit this color. Don't even think about wearing white slacks or pantyhose unless you want to add bulk. Your skirt or dress is too short. Be comfortable. Make sure you can sit down without having to worry about what areas you're exposing. Wearing too many colors at once. This will make you look undecided. Stick with one to three colors. Too many prints. Don't try to mix and match prints or you'll look way too busy. Patterns don't look good on everyone. If you're one of those people that look good in just about anything, choose a pattern on the top or bottom, not both. Using the wrong accessories. Top off your look with accessories that match your style. Choose the correct length necklace. Short chains and chokers tend to make your neck appear larger. Dark colored clothing, light colored shoes. Or visa versa. Keep your clothing and shoes in the same color family. White and black go with anything, but don't make the mistake of mismatching light and dark colors. Large shoulder pads. This fashion trend went in and out the 80s. If you wear shoulder pads, make sure they're thin and unobtrusive.

For Immediate Release

**Please Contact: Katherine Rothman info@kmrcommunications.com
or Alissa Bell alissa@kmrcommunications.com at
KMR Communications, Inc
(212) 213-6444**

The Holiday Office Party

For the most part, you can't get too sexy-it is a business atmosphere, not a disco and the utmost level of professional appropriateness rules. Particularly since you never want to be the tart they are whispering about around the cappuccino counter the day after. It is rather absurd to think that just because it's a festive gathering you should arrive at the office wearing a cocktail dress. On the other hand, if your office party is held later in the evening you can go home and push the luxe envelope. Still, it's the straight from the cubicle party that complicates the underdressed/overdressed party outfit dilemma.

Bring a flat iron or hair dryer to work to pump up your "coiff."

Can the corporate blank face and go girly girl with a flourish of liquid eyeliner and shimmery lips, nails and skin. Show a little more skin... by way of a simple sleeveless black dress paired with great stilettos and sexy nude hose.

Bare arms-- like a sleeveless cashmere shell-- and high heels are an instant diva duo

Build an outfit around one special jeweled item, something that's a little too-too for day but can go the extra party-hardy mile.

About Lourdes Figueroa, CEO and Founder of UdefineU.

Lourdes Figueroa founded UdefineU in 2002 to provide self-improvement products and services to help women become more graceful, elegant and self-confident.

Prior to forming UdefineU, Ms. Figueroa had over 13 years experience working in various sales and sales management positions for Reuters, the world's largest news and financial information agency. Her last position was as Vice President-Strategic Business Group for Instinet, an electronic equity trading subsidiary of Reuters based in New York City. In that capacity, Ms. Figueroa managed the global relationships of some the firm's largest banking clients. She holds a Bachelors Degree in Business Administration from Florida International University.

The UdefineU video series bring together top fashion and style consultants to share the essential elements of posture, poise, voice and speech, etiquette and style, to make the woman vibrant, modern and fully in control of her message to the world. The video series can be purchased at www.undefineu.com