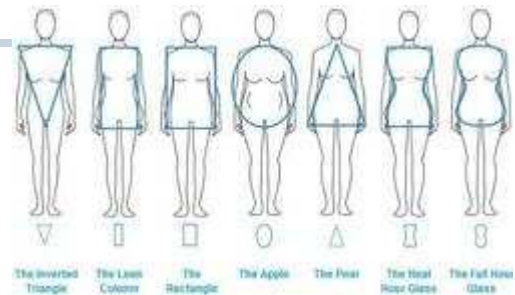


New Website Provides the Easiest Way to Shop for Women's Clothes by Body Shape and Colouring

Women of all shapes and sizes now have an easier and more practical way to shop with the launch of Joy of Clothes (www.joyofclothes.com), the first website that allows customers to shop by body shape from a wide range of retailers.

London, UK (November 3, 2009 -- Women of all shapes and sizes now have an easier and more practical way to shop with the launch of JoyofClothes.com, the first website that allows customers to [shop by body shape](#) from a wide range of retailers.

“Imagine walking into a shop and finding everything arranged by body shape so you know exactly what's going to suit you without having to search; with Joy of Clothes you can actually do that” - Michaela Jedinak ”



The brainchild of style consultant Michaela Jedinak and former Confetti.co.uk CEO David Lethbridge, Joy of Clothes is a unique platform that organises clothing and accessories by seven body shapes and six colourings as well as the more traditional price, item type and store.

Featuring clothing from over 30 partner retailers including My-Wardrobe, Matches, Agent Provocateur, Dorothy Perkins, French Connection, Boden and Marks & Spencer, Joy of Clothes aims to help everyone no matter their age, shape, size, budget or lifestyle to find the clothes that flatter them. With each item on the site hand-selected and categorised, users can be guaranteed a well-chosen selection of items to suit their shape and colouring.

"Imagine walking into a shop and finding everything arranged by body shape so you know exactly what's going to suit you without having to search; with Joy of Clothes you can actually do that," explains Michaela Jedinak of the idea behind the site.

Users are even given help identifying their shape and colour should they need it. The style advice section of the website gives detailed [guides for your body shape](#), colour, proportion, face shape and scale. It's also home to a wide range of useful articles concerning colour and style as well as shopping guides for tricky items like jeans.

[Shopping on the site](#) can then be done in one of three ways; through Joy of Clothes' unique body shape and colour search (with the option to then refine by more traditional categories like product type, price, size etc) or by browsing the extensive store and designer directories.

Finally, the Joy of Clothes [blog](#) offers regularly updated news, trend and style suggestions from Michaela herself, as well as the chance to interact by leaving comments or communicating via Twitter and Facebook.

Joy of Clothes was created to make it easy, fast and fun for shoppers to find the clothes that work for them. Offering sound and relevant style advice, it takes the guesswork out of shopping by body shape, making it particularly useful to busy women who don't have the time to explore what's on offer, or those who're not confident enough to know what suits them

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Visit www.joyofclothes.com

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MICHAELA JEDINAK

Michaela has a unique range of experience in the fashion, media and design industry in London, New York, Milan and Prague . She was MD of Cosmopolitan in Prague where she deepened her passion for colour and style. In 2005 she founded one of the leading colour and style consultancies, Joy of Colour (www.joyofcolour.com). Joy of Clothes aims to share her experience with a wider audience.

Michaela believes that everyone is different and that they should build on their own unique DNA rather than try to be a bad copy of someone else. Nowadays there are so many fashion trends co-existing that there is something for everyone.

Michaela advises against following every single fashion trend. Dressing with style needs strategy and an understanding of your colouring and body shape. Joy of Clothes aims to make it easy for you to identify the fashion that works for you and your life style.

DAVID LETHBRIDGE

David has a classic consumer marketing background with over 8 years experience with Y&R, Nestle and Johnson & Johnson. This was followed by over 15 years experience in the new media industry with BT, News International and his own startups. From 1999 - 2007 David was co-founder and CEO of Confetti, one of the first wave of consumer internet businesses in the UK. He built Confetti into powerful content, community and commerce brand. It was an E superbrand and winner of IPA advertising and DBA design awards. Confetti developed into a profitable multi-channel business including stores, catalogues and Confetti branded products and books, generating revenue of nearly £10m, making it profitable for over 3 years. Currently David is CEO of the TheNod.com, a celebrity web based startup launched in July 2009. He is also an advisory board member of e-harmony.com