

Shabby Apple Launches iPhone Application, “Fit to Flatter” Helping Women Dress for body types

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Oct. 1, 2009 - [PRLog](#) -- Shabby Apple (www.shabbyapple.com), an online dress boutique, launched “Fit to Flatter” an iPhone application dedicated to helping women of different sizes dress to their best possible potential.

The interactive “Fit to Flatter” application adds to Shabby Apple’s focus on making the dressing process easier for women by educating consumers on which cuts, fabrics and styles they should wear, according to their body type.

Fit to Flatter also helps women decipher their body type by asking questions detailing how/where she gains weight, what her best features are, etc. Shabby Apple recognizes that fashion isn’t simply for supermodels.

“Women often follow trends because that’s what is in style, without regard to their body type,” Emily McCormick, owner of Shabby Apple said. “So a woman with an hourglass figure may wear a baby-doll style shirt that covers her thin waist and accentuates full hips. This is a simple fashion mistake that is easily avoidable once a woman understands what her body type is and follows simple guidelines to wearing the most flattering clothing.”

The application compliments a portion of the Shabby Apple website dedicated to helping women of all body shapes find the perfect clothing (visit <http://www.shabbyapple.com/t-FitToFlatter.aspx>).

Body types outlined by the application are apple, pear, pencil, athletic, hourglass, womanly, short and tall. For each body type, the application describes the best fit and cut of shirts, skirts, pants, outerwear and dresses. It describes in detail the best fits and also explains styles that should be avoided. A description of the best fabrics and types of shoes to look for is also included.

The Fit to Flatter application is available for purchase on iTunes for \$1.99.

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Source	Anthony Miller
State/Province	New York
Country	United States
Industry	Technology , Wireless , Fashion
Tags	iPhone , Apps , Retail , Fit , Size , Itunes , Body
Link	https://prlog.org/10360877



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