

FOR IMMEDIATE RELEASE

March 24, 2017

## **More than 100 Women Attend Bottomless Closet's 6<sup>th</sup> Annual Smart & Sexy<sup>®</sup> Day Event in New York City**

*Day-long event helps underserved women prepare for employment*

March 24, 2017 – New York, N.Y. – On Thursday, March 23, Bottomless Closet held its 6<sup>th</sup> Annual Smart & Sexy<sup>®</sup> Day event in New York City at the Wells Fargo corporate offices in midtown Manhattan. The day, comprised of workshops, seminars and group activities is aimed at helping women prepare for employment, inspire them and boost their self-confidence so that they feel assured, confident and, most of all, employable.

Held each March in cities around the country during Women's History Month, Smart & Sexy<sup>®</sup> Day (officially March 13) was launched in 2012 by Alliance of Career Development Nonprofits (formerly known as The Women's Alliance) - a national organization of independent, community-based member organizations who provide professional attire and career skills training to low income women and men - and sponsored by Smart & Sexy<sup>®</sup>, one of the largest privately held lingerie companies in the country.

As part of the event, Bottomless Closet held a day of workplace training – including mastering business etiquette (presented by Kia Manlove, Carla Davis and Belisa Vneshta of Wells Fargo) and professional image classes – including on dressing and preparing for job interviews (presented by Anisha Mukherjee of *Dress for the Day*) and navigating workplace dress codes (by Bottomless Closet Volunteer Roberta Dougherty), all with the goal of enabling Bottomless Closet clients to take action, secure employment and enhance the quality of their lives.

“We don't want our clients to stress out about anything before a job interview or starting a new job, but they especially shouldn't have to worry about having the right outfit or properly-fitting undergarments,” said Melissa Norden, Executive Director of Bottomless Closet. “We want to equip our clients with the tools, the knowledge and the confidence they need to succeed and thrive in their careers, and programs like Smart & Sexy<sup>®</sup> Day go a long way in helping us empower the women we serve.”

Throughout the day, participants wrote personal messages about what support means to them, playing off the Smart & Sexy<sup>®</sup> #SupportMeans campaign and further amplifying the message that support comes in all forms.

“Support means finding a hand that holds yours tight, and gives positive direction and encouragement,” said one participant. “Support means having enough confidence to ask for help and having enough faith to receive it,” said another. “Support means a good bra!” joked another.

Each participant also received a Smart & Sexy® foundation garment as well as a work appropriate outfit from Bottomless Closet.

### **About Bottomless Closet**

Founded in 1999, Bottomless Closet is a 501(c)(3) not-for-profit corporation whose mission is to be the connection that inspires and guides disadvantaged New York City women to enter the workforce and achieve success through a host of services and programming, including the selection of interview-appropriate attire, one-to-one resume review, interview coaching and a broad workshop curriculum that promotes professional development, financial management and personal enrichment. Over 30,000 women have been served by the organization since its inception in 1999. For more information, please visit [BottomlessClosetNYC.org](http://BottomlessClosetNYC.org), and be sure to follow Bottomless Closet on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [LinkedIn](#).

### **About Smart & Sexy**

Smart & Sexy was founded with the idea that women should be able to have fashionably sexy lingerie that provides figure solutions at great prices. Today, we are one of the largest privately held lingerie companies in the US, selling over 60 million garments a year under numerous national brands. Smart & Sexy is our in-house brand created for the fashion savvy woman. Smart fit, sexy and flattering looks, quality, comfort and amazing value are the brand's guiding principles. Smart & Sexy is the in-house brand for Ariela & Associates International which was founded over 20 years ago and is one of the largest privately held lingerie companies in the country. Learn more: [www.smartandsexy.com](http://www.smartandsexy.com).

### **About the Alliance of Career Development Nonprofits (ACDN)**

The Alliance of Career Development Nonprofits (ACDN) is the leading network of unique community based non-profits that empower women and men to achieve economic independence. ACDN fosters the creation and growth of community-based organizations that assist individuals to secure and maintain employment. We believe anyone who wants a job, should get one. All ACDN member organizations offer free professional clothing so job seekers can make a great first impression. Each year, member agencies of ACDN assist more than 25,000 women and men across the country transition into the workplace. The professional clothing, training, and coaching services provided by our member agencies help women and men coming out of poverty, welfare, and other dire circumstances prepare for and succeed in the workplace. Since ACDN's inception, over 300,000 women and men have been outfitted with interview attire. Learn more: [www.acdnonline.org](http://www.acdnonline.org).

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