



Dillard's Takes Bra Fitting to the Next Level

Step inside the dressing room with Phoebe "the fIT girl" and experience customer service on a personal level.

August 20, 2010, Little Rock, Arkansas - "**The Art of Fitting**", the first web-video in a series narrated by **Phoebe "the fIT girl"™ @ Dillard's** debuts on Facebook and YouTube today. Phoebe, an animated icon for Dillard's Intimate Apparel, "intimately" takes the viewer into the fitting room to watch a bra fitting in progress. The video stresses the importance of getting a professional "bra makeover" at least once a year.

"Lingerie is a woman's most personal purchase and we are driven by the philosophy that fitting a woman in a proper fitting bra wardrobe can change her life for the better. This is the belief that we instill in our team of Regional Lingerie Managers and Certified Bra Fit Specialists on a daily basis," says Sandra Palacio, Director of Lingerie for Dillard's. Phoebe, who was created as Sandra's alter-ego, encourages women to visit Dillard's for a fit session with a Certified Bra Fit Specialist.

Dillard's Divisional Merchandising Manager of Lingerie Mike Freville added, "The "do-it-yourself" method of bra-fitting is a popular fad on the Internet lately; however, we believe that women need the experience of a Certified Fit Specialist to get an accurate measurement. This service oriented approach is the driving force behind why we do what we do - combining the most technologically advanced bras and shapewear garments available with knowledgeable personal assistance. Our Regional Lingerie Managers and Certified Fit Specialists are personally invested in offering first-rate client service, having completed extensive product knowledge and fit training. They are extremely knowledgeable on all the nuances of the products, with a selection of styles ranging from A-H cups. These ladies really know how to fit bras - and Phoebe "the fIT girl"™ is now a valuable member of our Certified Fit team."

"**The Art of Fitting**" is one of several places customers can see and interact with Phoebe. **Phoebe "the fIT girl"™ @ Dillard's** has her own Facebook page and can also be accessed through the Dillard's fan page on Facebook. Phoebe writes a weekly blog where she discusses various fit solutions. She also fields questions from fans and updates her favorite things monthly, calling them "**Phoebe's Picks**". "Phoebe's Picks" will also be highlighted in Dillard's stores through signage and plans to add her picks to dillards.com in the near future are underway.

Phoebe "the fIT girl"™ will be seen throughout future media campaigns from direct-mail, in-store signage and Internet channels. "Phoebe will very busy in the coming months," says Catherine Longbotham, Marketing Director for Intimate Apparel at Dillard's and Phoebe's creator. "We are currently working on additional episodes of the web-vid series. Our goal is to touch on those questions that women may feel too embarrassed to ask or may otherwise feel they are the only one with a certain issue."

"It is very important to us that Phoebe promotes a positive self-image and speaks to women about making the most of their body type instead of striving for perfection," adds Palacio. Future webisodes will cover topics such as how to be fit properly if one side is larger than the other, the importance of proper fitting through pregnancy, weight gain or loss as well as shapewear solutions for common figure flaws.

Dillard's, Inc. ranks among the nation's largest fashion apparel, cosmetics and home furnishings retailers with annual revenues exceeding \$6.2 billion. The Company focuses on delivering maximum fashion and value to its clients by providing compelling selections complemented by exceptional customer care. Dillard's stores offer a broad selection of merchandise and feature products from both national and exclusive brand sources. The Company operates 299 Dillard's locations and 12 clearance centers spanning 29 states plus an Internet store at www.dillards.com.

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