



For immediate release:

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DESSY GROUP LAUNCHES NEWLYMAID.COM

After the wedding, exchange your bridesmaid dress for a new LBD (little black dress)

New York, NY, May 10, 2011 -- The Dessy Group, a leading bridesmaid dress manufacturer for over 70 years, is pleased to introduce NEWLYMAID – a unique way to exchange a bridesmaid dress after the wedding for a new [little black dress](#) that can be worn for any occasion. Filling a void in the market, NEWLYMAID is the first service of its kind to offer women a way to enjoy savings, reduce their carbon footprint, help others in need, and get a fabulous dress they can wear for any occasion.

With the NEWLYMAID service, women can turn their gently worn bridesmaid dresses into new ready-to-wear styles. NEWLYMAID will accept bridesmaid dresses and special occasion dresses from ANY designer brand. In return, NEWLYMAID offers a special 30 – 50% credit value towards a new ‘any occasion’ dress. The dress styles, which sell between \$150 to \$250 at full price, range from a sophisticated office look to flirty looks fit for a night on the town.

How It Works

Upon visiting NEWLYMAID.com, customers can request a complimentary return mailer to ship their old dress to NEWLYMAID. The mailer will include a prepaid return-shipping label for an easy return. Once NEWLYMAID receives the returned garment, it is inspected to make sure it meets the NEWLYMAID criteria: no pulls, tears or stains and all zippers and closures must be in good working order. If the dress qualifies, the customer will receive an email confirming that the dress is accepted and that special pricing has been ‘unlocked’ on her NEWLYMAID account. She can then visit NEWLYMAID.com to order her dress at the special price.

The returned dresses will be either donated to charity or recycled. Dresses which are suitable for reuse will be donated to Clothes4Souls. Please visit clothes4souls.org to learn more about how the organization brings shoes and apparel to people in need around the world. NEWLYMAID will work with UNIFI, a global textile company, to recycle qualifying dresses that are 100% polyester. Future NEWLYMAID styles offered will include REPREEVE (R)- recycled fibers made by Unifi. REPREEVE is a registered trademark of Unifi, Inc. To learn more about Repeve visit: www.repreve.com.

NEWLYMAID offers a way to swap “something old for something new” in a modern way with environmental benefits and charitable incentives. Visit www.newlymaid.com to get started.

**About The Dessy Group**

The Dessy Group is the leading manufacturer of bridesmaid dresses, social occasion dresses, flower girl dresses and destination wedding gowns under the labels Dessy Collection, Cynthia Rowley Bridesmaids, After Six, Alfred Sung, Lela Rose Bridesmaid and Sandals Destination Wedding Dresses. Founded in 1939 by Margot Rosenthal, A & M Rosenthal, now The Dessy Group, got its start in bridal millinery. In the 1950s, Margot's daughter Ronnie and her husband Andrew took over the business and added bridesmaid dresses to the Dessy line. Today, the business continues to thrive under the leadership of Alan Dessy and design direction of Vivian Dessy Diamond. For more information about The Dessy Group, please visit www.dessy.com.

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NewlyMAID



search your closet for a bridesmaid dress you'll never wear again



mail your old bridesmaid dress to NewlyMaid



unlock special pricing and purchase your new dress, perfect for any occasion

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