

Blouse House Offers E-story For Plus Size Women On Dressing For Success In A Tough Economy.

Source: John Paul

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Blouse House sponsors successful woman entrepreneur to write tips on dressing for success for plus size women in the work environment.

Blouse House reaches out and gives back with it's next series of e-stories- 'Dressing for Success in a Down Market' written by Natalie Zifcak.

In this difficult economy, moving up the ladder or staying employed can be challenging and for women it is very important that they differentiate themselves and stand out positively in the work force. Dressing appropriately at work and looking professional can help re-enforce perceptions that a worker is a valued player and has the potential to go higher. In a fair world, people should be judged on their performance, but unfortunately, that is not always the case. By dressing in a professional style, it can make a worker noticed and stand out as a contributor. Just paying attention to a few key points in appearance, may overcome bias and open up opportunity versus running the risk of not being recognized or worse, missed.

Natalie Zifcak a successful business women, great mom and high energy personality, offers sound advice based on her experiences in the business world. She dresses professionally and is a excellent model for those wishing to project themselves in a positive image. She has had successful careers in public accounting at Coopers & Lybrand, global product marketing roles at Polaroid Corporation and investment banking assignments at Investors Bank & Trust Company. Currently she has re-invented herself in a growing Real Estate career selling homes and doing professional consulting.

According to Natalie "Coming from the corporate world and working in my own entrepreneurial business, I have learned along time ago that how you dress can make a big difference in they way people treat you and in helping you get ahead in your career."

'Dressing for Success in a Down Economy' is an exclusive e-story and a free download and these valuable tips can be accessed for a limited time at www.blousehouse.com.

Blouse House feels that by leveraging their website and helping their clients with good advice in the work environment has a viable social value. According to Richard May Jr, president and owner of Blouse House, " We see our online plus size location as a destination for women and more then just a store to sell products. We are focused on helping women and supporting them where ever we can with information, sponsorship and services that will improve opportunities and increase their visibility in positive ways. We are proud to offer Natalie's tips on dressing for success and feel that it is valued information that can help people be adapt and move up in the business world."

Blouse House is a plus size retail organization that is dedicated to offering quality clothing and is focused on helping women with products, information and services that make them look good and feel more confident. Informative e-stories are a key part of the Blouse House strategy to give back to their clients and differentiate their services.

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Blouse House Inc. (<http://www.blousehouse.com>) is a USA based online clothing retailer offering a wide selection of styles and sizes of women's plus size clothing. Established in 2004, Blouse House is located in Hanson, Massachusetts. Blouse House is considered one of the top online retailers carrying the full line of A Personal Touch clothing. Blouse House offers women's blouses in sizes 14w through 48w (0x – 8x) and women's pants in sizes 16w – 32w.

Category	Plus size clothing
Tags	plus size clothing, dressing for success for women, e-story on plus size clothing tips
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