

## **New Website Provides the Easiest Way to Shop for Women's Clothes by Body Shape and Colouring**

*By Joy of Clothes*

*Dated: Nov 04, 2009*

*Women of all shapes and sizes now have an easier and more practical way to shop with the launch of Joy of Clothes ([www.joyofclothes.com](http://www.joyofclothes.com)), the first website that allows customers to shop by body shape from a wide range of retailers.*

London, UK -- Women of all shapes and sizes now have an easier and more practical way to shop with the launch of JoyofClothes.com, the first website that allows customers to shop by body shape from a wide range of retailers.

The brainchild of style consultant Michaela Jedinak and former Confetti.co.uk CEO David Lethbridge, Joy of Clothes is a unique platform that organises clothing and accessories by seven body shapes and six colourings as well as the more traditional price, item type and store.

Featuring clothing from over 30 partner retailers including My-Wardrobe, Matches, Agent Provocateur, Dorothy Perkins, French Connection, Boden and Marks & Spencer, Joy of Clothes aims to help everyone no matter their age, shape, size, budget or lifestyle to find the clothes that flatter them. With each item on the site hand-selected and categorised, users can be guaranteed a well-chosen selection of items to suit their shape and colouring.

"Imagine walking into a shop and finding everything arranged by body shape so you know exactly what's going to suit you without having to search; with Joy of Clothes we can actually do that," explains Michaela Jedinak of the idea behind the site.

Users are even given help identifying their shape and colour should they need it. The style advice section of the website gives detailed guides for your body shape, colour, proportion, face shape and scale. It's also home to a wide range of useful articles concerning colour and style as well as shopping guides for tricky items like jeans.

Shopping on the site can then be done in one of three ways; through Joy of Clothes' unique body shape and colour search (with the option to then refine by more traditional categories like product type, price, size etc) or by browsing the extensive store and designer directories.

Finally, the Joy of Clothes blog offers regularly updated news, trend and style suggestions from Michaela herself, as well as the chance to interact by leaving comments or communicating via Twitter and Facebook.

Joy of Clothes was created to make it easy, fast and fun for shoppers to find the clothes that work for them. Offering sound and relevant style advice, it takes the guesswork out of shopping by body shape, making it particularly useful to busy women who don't have the time to explore what's on offer, or those who're not confident enough to know what suits them.

Shop by Body Shape - <http://www.joyofclothes.com/shop/by-body-shape.asp>

Body Shapes Overview - [http://](http://www.joyofclothes.com/style-advice/shape-guides/body-shapes-overview.asp)

[www.joyofclothes.com/style-advice/shape-guides/body-shapes-overview.asp](http://www.joyofclothes.com/style-advice/shape-guides/body-shapes-overview.asp)

SHOP - <http://www.joyofclothes.com/shop/>

BLOG - <http://www.joyofclothes.com/blog/>

###

Joy of Clothes recognises that with an increasingly overwhelming choice of clothes, designers and stores finding the clothes that suit you can be more stressful than joyful.

The Joy of Clothes mission is:

To make it easy, fast and fun to find the clothes that work for you, your colouring and your body shape.

To be your trusted personal stylist only interested in helping you express and enjoy your uniqueness.

To be more objective and unbiased than shop assistants while being more relevant, understanding and personal than fashion magazines.

To help everyone no matter what age , shape, size budget or lifestyle look their best.

To empower you to express your individuality through the way you dress.

To enable you navigate confidently through each season's fashion trends.

To use the power of the web to make clothes shopping a joy.

Category	Beauty, Fashion, Shopping
Tags	shop by body shape, style, fasion, clothes, shopping, colourings
Email	<a href="#">Click to email author</a>
Phone	(+44) 0780 3 139 755
Address	BELSIZE LANE, LONDON
City/Town	<a href="#">London</a>
State/Province	<a href="#">London</a>
Zip	NW3 5BJ
Country	<a href="#">United Kingdom</a>