



Red Hats and More Embraces this Season's In-Color, Purple

Red Hats and More (www.redhatsandmore.com), September 18, 2007

URL: <http://www.pr9.net/society/senior/6358september.html>

E-Tailer, Red Hats and More, knows a lot about the color purple. The season's hottest color is a staple at the leading retailer of Red Hat Society® apparel and accessories.

PR9.NET September 18, 2007 - Rochester, MI – Celebrities Victoria "Posh" Beckham, Deborah Messing, and Kirsten Dunst may not be close to 50 yet, but they're following a fashion trend this season that Red Hat Society® women have been supporting since its inception—wearing the color purple. In their signature purple and red outfits, Red Hatters are ladies over 50 who join together to live life passionately (and also pooh-pooh the strictures of fashion etiquette). But why purple? "Purple is a color that reflects a sense of adventure or wildness, so it's very fitting for Red Hatters (whose motto is to leave life's responsibilities at home and go out and have fun) to wear it," said Pam Schenkel, president of the Rochester-based Red Hats and More, the leading retailer of Red Hat products with sales over \$1 million.

Donna Karen, Oscar de La Renta, and Marc Jacobs are just a few of the top designers showcasing the color purple this season. Stores are filled with clothing and accessories of this hugely influential color and come peak season, everywhere will be awash with the color purple. It also looks great with gray, which is this season's base color. "It's only natural that beautiful shades of purple gain importance," says David Hacker, vice president of trend and colors at Kohl's. "There is nothing more inviting than a gorgeous shade of purple in satin."

Red Hats and More has attracted a large, interactive, customer-based community through online photo contests, blogs and newsletters. "Our Red Hat customers love to send us photos of themselves all decked out in their purple regalia—we pretty much live and breathe purple (and red) around here, so this season's "in color" is exciting for us and our customers," said Schenkel.

###

About Red Hats and More (www.redhatsandmore.com)

About Red Hats and More

Red Hats and More (www.redhatsandmore.com) features over 1,000 items for Red Hat Society® members, a group of women over 50 who encourage fun, silliness and friendship. The online store is the leading retailer of Red Hat products with sales over \$1 million. Redhatsandmore.com provides a simple, convenient, and easy to navigate shopping experience with low ground shipping on most items. Purchases can be charged online with MasterCard®, Visa®, American Express®, and Discover®. Visit redhatsandmore.com for more information, or call us at 1-877-733-4288.

Phone: 734-272-9009
Website: <http://www.redhatsandmore.com>
E-Mail: sales@redhatsandmore.com
Address: 360 South Street
Rochester, MI 48307

[PR9.NET - Your Free Press Release Service](#)