



Set Sail With Shabby Apple's New Line of Dresses

Posted by *Kristen Colapinto aka 'Social Vixen'* on June 15th, 2011

Shabby Apple to Launch New Line of Dresses: Set Sail

Shabby Apple, an online vintage-inspired clothing boutique, recently announced the release of its new Green Leaf line.

This collection features custom-made, one-of-a-kind dresses that are thoughtfully designed, and beautifully hand-crafted. Only the highest standards of fabrics and attention to couture inspired detail were used in the creation of Green Leaf.



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Dresses are made from 100% silk. Some have tulle, sequin or lace detailing. All have short sleeves and are knee-length.

Both the golden age of twentieth century fashion and several iconic twentieth century designers inspired the line. The collection's designer, and company founder, Athelia Woolley stated, "I created this line to pay homage to the greats of the past; Chanel, Dior, Lanvin. Each skirt, seam and bow is reminiscent of the 20's, 40's or 50's."

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About Shabby Apple

Shabby Apple is known for its simplification of beautiful, well-designed dresses at an affordable price. The company focuses on helping women dress for their body type by providing detailed information on the styles, cuts, and fabrics that are fit to flatter. Shabby Apple's website offers women the option of shopping by body type in order to find the best, most flattering fit possible. The dresses do not require extra bulk created by tank tops, sweaters, or slips. They do, however, give women the ability to add a personal touch with accessories.



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Shabby Apple is a company started by two women who felt it important to provide conservative work appropriate dresses that made women feel feminine and unique while supporting a good cause. Employees donate time and money to help alleviate global poverty for millions of women and their families by giving five percent of every dress purchased to Unitus, a non-profit organization in India.

History

After years of not being able to find stylish dresses that covered enough skin to make them feel comfortable (without wearing a tank top or cardigan), Emily McCormick and Athelia Woolley decided to do something about it. The company launched in December of 2006 and is distributed online and through clothing boutiques around the country.

The Green Leaf line can be viewed and purchased at www.shabbyapple.com.

