



Get Nautical With Shabby Apple!

Posted by **Kristen Colapinto** on April 26th, 2011

Shabby Apple welcomes you to great dresses that make dressing simple.

Shabby Apple is an online dress boutique that is focused on simplifying the dressing process for women of all ages.

Often when shopping online, it is difficult to know exactly what you are getting, but **Shabby Apple** helps women dress for their body shape by providing detailed information on the styles, cuts, and fabrics that are sold online and designed to flatter various body types.

Shabby Apple also suggests different accessories for a single dress to create looks appropriate for various occasions – everything from jewelry to shoes and handbags!



Shabby Apple Lost at Sea Skirt

Personally, I am loving this striped, nautical skirt which **Shabby Apple** calls 'Lost at Sea'! I can definitely see myself wearing this all summer long – to the **Hamptons** or even right here around **New York City**.

The dress designs are inspired by **indie-prep professionals** and the **hipster mom** and consists of **women's dresses, feminine fitness wear, a maternity line, a Shabby Baby line** of dresses for

girls up to eight years old, and a **preteen line** for girls eight to twelve.

One of the greatest things about **Shabby Apple** (besides the fashion) is that it is a **women-owned and operated, social responsible company**. They have partnered with **Unitus**, a non-profit organization in the micro finance industry, to help alleviate global poverty for millions of women and their families.

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About Shabby Apple:

Priced arounde \$100.

Conservative in style.

Hip. Has to be great style.



Athelia Woolley

After years of not being able to find stylish dresses that covered enough skin to make you really

feel comfortable (without wearing a tank top, cardigan or long slip), owner **Athelia Woolley** decided to do something about it. The company launched in December of 2006 and is distributed online and to clothing boutiques around the country.

Shabby Apple also focuses on helping women worldwide. Through their charitable work with women throughout Asia and Africa, they are able to convert dress sales into lifestyle changes for women and children.