

## **Black Cat Plus Adds Fit Notes to Introduce Its 3-F Success Formula**

*Black Cat Plus introduces its Fit Notes Section in its plus size cocktail dress item descriptions to assist customers in identifying elements of fit, fabric and choosing the most appropriate dress for the occasion.*

Rochester, NY (FPRC) -- June 22, 2010 - Blackcatplus.com has added to each of its plus size cocktail dress product descriptions, a Fit Notes section to help customers decide whether the particular style is for them. Also included in the Fit Notes section are fabric and function information as well as highlights of customer comments.

As Jodell Raymond, Black Cat Plus CEO explains, 'The Fit Notes Section is another tool that customers can use to help them decide whether to purchase a particular cocktail dress. It is like shopping with your best friend or a personal shopper. Adding our Fit Notes section is our first step in a multi-step process that includes notes, video and images that we are using to help the customer decide the best dress for her. We are starting out the Fit Notes concept with our dress lines because our dresses are the most popular on our site.'

First and foremost is finding the right fit. Fit Notes help women by allowing them to choose styles that naturally show off the plus size woman's curves. By reading the fit notes section, customers are encouraged to choose fabrics will provide versatility, eliminate volume and help slim and shape her curves and provide her with the perfect fitting plus size cocktail dress. Comments from customers are also included in Fit Notes as to what type of occasion they wore a particular dress or event. This information is essential to helping customers decide whether a particular item is appropriate for their needs.

Fit, Fabric and Function are keys to finding the perfect fitting plus size cocktail dress. Black Cat Plus newest addition of Fit Notes is helpful when selecting a plus size cocktail dress and will keep the plus size woman right in style and at the center of attention.

Black Cat Plus offers plus size cocktail dresses and other contemporary and stylish selections from brands including, Kiyonna, Simply Silk, Sienna Rose, Comfy USA, Diane Kennedy, and Linda Lundstrom. The Black Cat Plus showroom/boutique is located in Rochester, NY at 2171 Monroe Ave.

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### **Keywords**

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