

NEW LOW COST / HIGH TECH DENIM COLLECTION IS SCIENTIFICALLY ENGINEERED TO FIT WOMEN'S BODIES AND PERFECT FOR THE RECESSIONISTA

New Fashion Bug Denim Collections Feature Innovative Right Fit System For Women of Every Shape

August 27, 2008 -- New York -- While the fashion crowd gears up to peruse expensive designer collections during Fashion Week, savvy women are discovering that they can get a designer fit at an affordable price with the new denim collections from *Fashion Bug* that feature *Right Fit* technology.

"Recessionistas, women who are fashion savvy but wear styles that are affordable, know that you don't have to pay a lot of money to find the perfect pair of jeans. Denim collections with *Right Fit* design technology offer that 'look-at-me' fit that makes women of every shape radiate confidence and look great," said Laurie Williams-Fleury, V.P of technical design at Charming Shoppes, parent company for Fashion Bug, Lane Bryant and Catherines. "We conducted the most extensive fit study in 50 years and used 3-D scanner technology to design jeans that flatter every woman's figure." Williams-Fleury added.

The innovative new fitting system is based on a woman's shape, not her size. Right Fit research used a high tech scanning machine to take the measurements of more than 50,000 women to develop a three-color fitting system that selects the perfect fit for every woman. Jeans and pants made with Right Fit are designated by a Red, Yellow or Blue colored icon. The Right Fit Blue icon reflects 360 degrees of pure womanly curves. It suits women whose waist is about ten to thirteen inches smaller than their hips. The Right Fit Red designates a woman slightly curved from the waist to the hips. A Yellow Right Fit icon denotes a woman who has a slender difference from her waist through her hips.

The Right Fit team compiled the data from the 50,000 women to give their design team precise and scientific information about how women's bodies are shaped and how to design jeans and pants with the perfect fit and proportion for their figures. Right Fit research has also replaced the traditional 0-28 sizing system traditionally used by clothing manufacturers. Instead, denim and pant collections made with Right Fit will be available in 1 to 10 for Plus and 0M to 11M for Misses.

Fashion Bug's L.A. Blues® jeans and Studio 1940® dress pants made with Right Fit are available in fashionable styles: classic, flare and boot cut; lengths: petite, average and tall; and washes: light rinse, medium vintage, dark blast, and dark rinse. The jeans are priced from \$24.99 to \$26.99. In addition, denim and career pant collections from Lane Bryant and Catherines also feature Right Fit fashion technology.

For more information about the design technology behind Right Fit's innovation and research, please visit the interactive site, www.rightfit.com. In addition to a fitting calculator that helps

women discover their Right fit shape and color icon, the site includes an addictive game called Right Fit Mania, fun ringtones, real customer testimonials, and links to featured blogs.

About Fashion Bug

With over 900 stores nationwide, Fashion Bug, a subsidiary of Charming Shoppes, Inc., provides trendy, affordable fashion for women in plus, missy and junior as well as girl sizes. Fashion Bug offers a wide selection of apparel from career and casual to eveningwear - including a collection of accessories, hosiery, intimate apparel, and shoes. www.fashionbug.com.

About Lane Bryant

With over 800 stores, Lane Bryant, the nation's largest women's plus-size specialty apparel retailer, provides stylish, high-quality fashion for plus-size women in sizes 14-28. Lane Bryant offers a wide selection of apparel from career to casual - as well as a collection of accessories, hosiery and intimate apparel . Visit www.lanebryant.com for store locations and the latest trend information.