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# STYLED TO THRIVE

## Talbots, O mag reteam to boost Dress for Success



JESPER NORGAARD  
PHOTOS

**WORKING TOGETHER:** Adriana Cohen models pieces from Talbots' collaboration with O, The Oprah Magazine, to benefit Dress for Success.

**A**fter a successful partnership last year with O, The Oprah Magazine, in which it raised \$1 million for Dress for Success and collected over 4,000 boxes of donated clothing for women in need, Talbots, the Hingham-based retailer, is launching another limited-edition capsule collection benefiting the charity.

And if you ever wondered if the organization really changes lives, I can assure you it does.

Having supported Dress for Success for many years and emceed at a fundraiser for the Boston chapter last fall, I've had a chance to interact with women whose lives have been enriched, thanks to the network of support offered by the nonprofit.

Last fall I met a hairstylist in Boston who was a recipient of DFS services. She told me that prior to visiting a Dress for Success chapter, she was in an abusive relationship. Thanks to DFS' services aimed at helping women thrive, she trained to be a hairstylist, landed a job she loves in Boston and was able to leave that bad relationship thanks to her newfound ability to achieve financial independence. She added that, thanks to DFS, she's now in a "really good



**Adriana COHEN**

place" in her life.

There are so many inspiring success stories like this — diverse women coming from a variety of backgrounds and life circumstances whose lives have changed for the better. That's why I'm thrilled to be part of this year's Talbots/Dress for Success initiative and model the fabulous collection again this year!

"There has never been a time where it has been more relevant to empower women," Deb Cavanaugh, senior vice president of marketing for Talbots, told the Herald. "For the second year, Talbots is partnering with O, The Oprah Magazine — two like-minded organizations that are committed to helping women express their best selves — coming together to create another capsule collection to benefit Dress for Success, an organization that shares our mission to impact and change lives of women. Through our initiative, Give Confidence, Hope & Style, we have an incredible platform that unites our 9,000 associates, our amazing customers, powerful and inspirational women of influence, and the deeply engaged readers and followers of O magazine to help us help the clients of Dress for Success fulfill their potential in work and in life."

The capsule collection hits Talbots stores nationwide on Tuesday, and 30 percent of net proceeds benefit Dress for Success. Happy shopping!

*Adriana Cohen is host of "The Adriana Cohen Show," heard Wednesdays at noon on Boston Herald Radio. Follow her on Twitter @AdrianaCohen16.*

