

TALBOTS, O MAGAZINE COLLECTION HELPS WOMEN DRESS FOR SUCCESS



**Adriana
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Get ready for polka dots, ladybugs and stripes!

With spring approaching, it's the perfect time to wear all three and help women in need get a fresh start — and look fashionable in the process!

Talbots and O Magazine have again collaborated to create a five-piece capsule collection to support Dress for Success, a nonprofit that provides women with the tools they need to achieve economic independence. I'm thrilled to model the collection again this year knowing 30 percent of the proceeds from the new spring collection available in Talbots stores and online will go towards empowering women.

Women like Natalie, a single mom from Dorchester. Not long ago Natalie needed support. She visited the Dress for Success chapter in Boston and got help writing a resume, strengthening communication and job interviewing skills, learned how to dress professionally on a budget, but most of all developed the confidence needed to succeed. Thanks to Dress for Success, Natalie landed a full-time job and has been at it for the past three years.

"Dress for Success Boston has become my family as they continue to assist me in connecting the dots, through ongoing support networks and mentorship," said Natalie. "I now know how to carry myself when things are good and when things are challenging. I have learned to take care of myself. The encouragement to go to school was so critical to making me a better person and a better mom."

Success stories like Natalie's are happening nationwide and that's why I'm thrilled to be part of this charity initiative that has benefitted 60,000 women and delivered 12,000 boxes of professional attire to those in need.

This year, for the first time, Talbots will match customers' monetary donations up to \$250,000! So bring on the gingham, stripes and ladybugs. Shopping for a cause never felt so good!

Adriana Cohen is a Boston Herald columnist, radio host and syndicated columnist. Follow her on Twitter @AdrianaCohen16.

