

Take the guesswork out of online clothing shopping with a brand-new, innovative automatic web-sizing tool: SizeWize.com!

(December 17, 2009) Just in time for the holidays, SizeWize.com finally allows women of all shapes and sizes to make online clothing purchases with confidence. In fact, it's the only online tool available today that helps you calculate your specific size for over 150 brands and at 40+ retailers.

Here's how it works: the average woman wears a range of sizes, depending on the brand and/or retailer, which makes online shopping frustrating. SizeWize.com is a simple to use, innovative tool (patent pending) that allows users to enter their general measurements (bust, waist and hips) and choose the brands/retailers in which they are interested. Results are automatically returned, offering the correct size they should order for those particular brands, as well as a link to their websites. Once a user logs in, her measurements are automatically saved for future customized searches.

Amanda Fries, creator and President of SizeWize.com, explains how she came up with this idea: "I felt like every woman I know complains about the same thing – shopping for clothes online is supposed to make your life easier, but in reality we waste more time and money returning or exchanging items because we basically guess at what size to buy. I thought to myself, 'there must be a simple solution to this.' And here we are launching SizeWize.com. Right now it includes a really great roster of popular brands and retailers, and I'm expanding it every day. I'm even working on a version for children's apparel."

Another exciting SizeWize feature is "Closet Search". Instead of using measurements, simply pick an article of clothing out of the closet and enter in its size and brand. SizeWize will then take that information and compute the correct size for all other brands and retailers. This is particularly helpful for those who are buying an online gift for a woman and don't want to ruin the surprise by asking for her measurements.

SizeWize.com – where one site fits all. For more information, please contact Amanda Fries at 203-570-7458 or afries@SizeWize.com.