

Urban Darling™ Redefines Mother's Day for Bay Area Moms

Urban Darling™ announces a new Mother's Day – the Urban Mommy Overhaul, a wardrobe styling experience for the busy mom whose time has come to be pampered.

Bay Area, CA March 21, 2008 – Urban Darling™, the choice for personal styling by moms in the Bay Area, today announced the launch of its Urban Mommy Overhaul. The Urban Mommy Overhaul is a fun and “mom-prehensive” service that involves a mini-closet audit for wardrobe assessment, a shopping trip to find body-complementing clothes and ends with special pampering. This experience makes any day a Mother's Day celebration. Corinne Phipps is the founder of Urban Darling™ and its companion website, www.urbandarling.com.

Urban Darling™'s Urban Mommy Overhaul helps mothers rediscover their personal style by packing away the maternity and oversized clothes, and re-outfitting their post-baby bodies. By helping mothers determine what shapes, styles and colors really work for them, Urban Darling™ transforms their maternal clients from everextended moms to Cinderella for a day.

Calling herself the “quintessential fashion fairy godmother” Phipps and her team of stylists specialize in the Urban Mommy Overhaul and are committed to changing the concept of wardrobe styling - starting with mothers.

“This is not your typical styling company by any means. Urban Darling is accessible, affordable, green-minded and mommy-trained,” Phipps says. “It's time for

someone to care for mommies the way they care for everyone else. We focus on the appearance of mothers and take a great deal of pride working with them.”

Urban Darling™'s wardrobe stylists are committed to understanding what new mothers need, want and desire. Phipps' team recognizes that a woman's body changes after having children and knows how important it is that moms feel good about themselves. With the philosophy that every mother deserves a day of pampering away from the daily demands of her family, Urban Darling™ encourages each mom to indulge in a special “mother's day” for herself and let Phipps and her stylists take care of the rest.

“Urban Darling™ has had mothers with tears in their eyes after our day is done. It's incredibly rewarding to make a difference,” Phipps says. “We love what we do!”

For additional information about the news that is the subject of this release, contact Corinne Phipps or visit www.urbandarling.com.

About Urban Darling™:

Urban Darling™ is an affordable, luxury service that creates opportunities by reclaiming personal style. Founded by Corinne Phipps, UD specializes in wardrobe styling, shopping experiences and closet audits for women, mommies and men.

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