



Press Release Contact Information:

Lisa Wilberding
Brand Labs
PR Manager
E-Mail: [Email us Here](#)
Website: [Visit Our Website](#)

Red Hats and More is Now the Leading Retailer of Red Hat Society(r) Apparel and Accessories

Red Hats and More Celebrates 3rd Anniversary as #1 Red Hat products retailer.

/24-7PressRelease/ - ROCHESTER, MI, June 01, 2007 - Red Hats and More (redhatsandmore.com) announces it is celebrating its 3-year anniversary this month. Since launching in 2004, redhatsandmore.com has become the leading retailer of Red Hat products with sales over \$1 million. The online store features thousands of unique products for Red Hat Society(r) members, a group of women over 50 who encourage fun, silliness and friendship.

"While on vacation in Florida with my mother, we were intrigued by a group of women we saw parading through town in fancy red hats and purple dresses, but even more intrigued by what a marvelous time they were all having," notes redhatsandmore.com president, Pam Schenkel. The Red Hat Society(r), one of the fastest-growing women's movement in the United States, invites and encourages 50-plus women to get out into the community and have a good time. This means dinners out, tea parties, nights at the theater, monthly potlucks, afternoons at museums, nights at the opera or shopping downtown...always in the signature outfit: a red hat and purple dress.

"After becoming members, we soon realized the search for red hats, purple dresses and accessories was much more challenging than we expected. Apart from franchise lines, the selection of notable or unique items seemed sparse---so we aimed at simplifying this search and created the site, assembling a large collection of items we feel are exclusive and special---much like the personalities of our customers," added Schenkel. She attends apparel and gifts markets throughout the year looking for the most unique, fun and quality merchandise buy and add to the site. redhatsandmore.com products range from dresses, hats, purses and jewelry to photo albums, books and CDs, games, dishes, flowers and tea party accessories.

The redhatsandmore.com site offers a fun "red and purple" visually pleasing shopping experience, with simple navigation and interesting extras such as red tag sales, featured product highlights, signature gift boxes and packaging, weekly newsletters, and a weekly blog with product and chapter news and insight.

The site encourages customers to participate in feedback and comments about the site and/or its products. Currently the weekly newsletter goes out to nearly 13,000 active customers and soon a new photo gallery page of customers "out on the town" in their redhatsandmore.com outfits will be featured. Schenkel said one of the main reasons for return customers is the superior customer service and overall customer-centric business model redhatsandmore.com embraces.

"That's why I love to shop at redhatsandmore.com...for both the diversity in the products they carry and the amazing customer support they offer. I'm always impressed with the quality packaging that goes into every order--it's nice to see the extra touch of class of packing in tissue (most of all red and purple)," said Debbe Whitehead from Walters, Oklahoma.

"I think the Red Hats women just want to have the opportunity to reinvent themselves and redefine expectations of how they should spend their senior years," said customer B. "redhatsandmore.com offers so many niche and individual items which truly reflect who we are as Red Hatters, unique women with a passion for fun," added Billie Young, a long time Red Hats and More customer from Kingsland, Texas.

About Red Hats and More

Red Hats and More (www.redhatsandmore.com) features over 1,000 items for Red Hat Society(r) members, a group of women over 50 who encourage fun, silliness and friendship. The online store is the leading retailer of Red Hat products with sales over \$1 million. redhatsandmore.com provides a simple, convenient, and easy to navigate shopping experience with low ground shipping on most items. Purchases can be charged online with MasterCard(r), Visa(r), American Express(r), and Discover(r). Visit redhatsandmore.com for more information, or call us at 1-877-733-4288. The first official Red Hats and More Luncheon Gala at La Sala, the new banquet hall at Papa Joes Gourmetrion in downtown Rochester will take place next October. Watch for details on our site!