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Local Women get into the Fashion Business

By Sophie Braccini



Jane Wiser for Etcetera,
Jane@wiserfamily.com Photo
Sophie Braccini

show, she will receive a large shipment containing the new collection. "It encompasses a large assortment of patterns, colors and sizes," she says. Customers will try and choose in the privacy of her home. The mother of three (two in college and one at Miramonte), feels that the career move is right for her. "I would have difficulty selling something that I wouldn't be proud of," she says, "and even if fashion is not my background I have a sense of harmony and esthetic from my previous career that translated easily." The Etcetera line of clothing is not inexpensive. Nation wide, most of the customers are busy executive women who appreciate having a sort of private consultant who over the years knows what they have and like, and can offer the new pieces that are going to match and improve their wardrobes. There are three other Etcetera representatives in Lamorinda. Karen Orwig (k.orwig@sbcglobal.net) in Moraga will have a show after Wiser, followed by Yvonne Grace (sfgraces@yahoo.com) in Lafayette and Noel Twist in Orinda (twistnd@comcast.net). The company is looking for additional representatives in the Lamorinda area; interested parties can contact the company's Director of Recruiting, Edie Dance, at 850-484-8120 or edance@etceteranyc.com.

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