

# FOR IMMEDIATE RELEASE

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## **Area Woman Creates New Fashion Accessory Wrap-N-Fit™ eliminates back-gap in jeans**

*(January 27, 2010, Youngstown, OH)* Finding jeans and pants that fit can be a lifelong quest for most women; they may be okay around the hips, but the waist is too big, or the length too short or long. One local woman believes she has the answer to at least part of the problem. Carolyn Hahn of Boardman has developed a fashion accessory that helps eliminate the embarrassing problem of ‘waist-gap,’ the pucker that occurs on the back waist area of jeans, revealing a little more than most women would like. Carolyn’s Wrap-N-Fit™, an adjustable elastic band that wraps around the back belt loops of pants then hooks over the back waist area, is a simple, inexpensive cure.

Belts are not the answer in most cases. “Especially when wearing form-fitting tops,” she says. “Most belts are just too bulky and a bulging buckle underneath a top is not terribly attractive.”

Like many great ideas, the Wrap-N-Fit™ was born out of necessity. Carolyn noted that almost every pair of slacks she has purchased required time-consuming alteration of the waist area. The solution came to her one day on the drive home from her job in East Liverpool. A few hours later, combining a length of elastic and a buckle she found in her sewing table, she created the prototype.

After a number of focus group sessions and demonstrations for friends it appeared that the product was one that women wanted. With marketing scheduled to begin in mid-February, Carolyn is surprised that word of mouth and a Facebook page have already generated orders.

The sewing and assembly of the product currently is being done out of Carolyn’s home, but if sales take off she plans on outsourcing the production. The Wrap-N-Fit™ is being sold exclusively over the Internet through the company’s website, [www.Wrap-N-Fit.com](http://www.Wrap-N-Fit.com).

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