

Soma Intimates: Every Bra Has A Story
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Intimate Apparel Retailer Launches Its Next Giving is Beautiful™ Soma Bra Donation With A New, Enhanced Online Experience

NEW YORK, July 9, 2013 /PRNewswire/ -- Soma Intimates announces its next Giving is Beautiful™ Soma Bra Donation. The nationwide charitable initiative to collect bras for women in need is the largest of its kind. With more than 500,000 bras collected to date, the scale and scope of the project is a testament to Soma Intimates and the Soma customer's dedication to making a difference in women's lives. Now through July 28th, 2013, the company will accept both new and gently worn bras at all Soma boutiques across the country.

(Logo: <http://photos.prnewswire.com/prnh/20120112/FL34612LOGO>)

"We began this initiative in 2010 after we learned that bras are one of the most needed, yet least donated items of clothing for women in need. The simple act of donating a bra can help restore a woman's dignity and confidence as she rebuilds her life," states Laurie Van Brunt, Soma Intimates Brand President. "As we embark on our next bra donation, we want to thank each generous Soma customer who has donated a bra to support women in need."

The Soma Bra Donation initiative is national in scope but local in nature — directly impacting communities where the bras are donated. Each of Soma Intimates' 229 boutiques and outlets will work with its community's women's shelter to help local women in need.

To help raise awareness about domestic violence, Soma will once again partner with the National Network to End Domestic Violence (NNEDV). The NNEDV is the leading voice for survivors of domestic violence. Representing over 2,000 shelter programs across 56 state and territory coalitions throughout the United States, the NNEDV continues to be a vital partner to help spread the word and make a difference in women's lives.

"When a victim of domestic violence has to flee her home in the middle of the night, she will likely arrive at the shelter with only the clothes on her back," says Kim Gandy, President, NNEDV. "We hear from so many shelters how much they appreciate donations of new bras to help survivors who are working to rebuild their lives. The National Network to End Domestic Violence applauds Soma Intimates for partnering each of their boutiques with a local domestic violence shelter to raise awareness about abuse, raise critically needed funds, and help victims reach safety."

First launched in July 2010, this marks the seventh biannual Soma Bra Donation initiative for Soma Intimates. To date, Soma has collected more than 500,000 bras to help women in need across the country.

"Our partnership with NNEDV is one that is paramount to the success of the Giving is Beautiful™ Soma Bra Donation. The NNEDV's family of local shelters around the country means every bra we collect will go to a woman in your own community. Over 4 million women in the U.S. stay in domestic violence shelters each year. It's our ultimate goal that no woman has to choose between buying a bra and putting food on the table," says Van Brunt.

As of today, participants can visit the brand new Soma Bra Donation landing page at www.soma.com/givebras. This new experience allows visitors to read a number of touching stories about how donated bras have changed women's lives across the country, plus offers information about the NNEDV, how to donate bras, and where to find Soma boutiques nationwide.

For more information about the Giving is Beautiful™ Soma Bra Donation, please visit www.soma.com/givebras or contact Melanie Cohen-Nathan: melanie.cohen-nathan@soma.com, (212) 524-6323 or Kristin McClement: kristin.mcclement@soma.com, (239) 346-4870.

About Soma Intimates:

Soma Intimates, a division of Chico's FAS, Inc. (NYSE: CHS), offers beautiful and sensual lingerie,

loungewear and beauty products. Home of the warmest personal service, Soma embraces women with luxuriously soft fabrics, innovative fashion and an always perfect fit. As of July 8, 2013, Soma Intimates will operate 229 boutiques and outlets across the country as well as a website at www.soma.com.

About the National Network to End Domestic Violence: NNEDV, a 501(c)(3) organization, is a leading voice for domestic and sexual violence victims and their allies. Its members include the 56 statewide and territorial coalitions against domestic violence. It works closely with them to understand the needs of domestic violence victims and advocacy programs. NNEDV has been a premier national organization advancing the movement against domestic violence for over 15 years, after leading efforts among domestic violence victim advocates and survivors in urging Congress to pass the landmark Violence Against Women Act of 1994. To learn more about NNEDV, please visit www.nnedv.org.

SOURCE Soma Intimates

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