

# The Little Black Dress Finds a New Best Friend

## 3M Introduces Portable Lint Removal Sheets as the Perfect Accessory to Any Wardrobe

When it comes to women and fashion, most people would agree that there is one must-have item for every wardrobe – the perfect little black dress. Finding the right one may take countless trips to the dressing room, but shoppers can always count on the little black dress to be in style. As an ideal fashion accessory, 3M introduces the Scotch Lint Sheets Pocket Pack, a new best friend for the little black dress and a portable way to remove lint on the go.

“Today’s lifestyle is non-stop, traveling from home to work to a night on the town,” said Kendall Farr, author of *The Pocket Stylist*, a modern fashion guide. “Throughout a busy day, clothes often pick up lint, crumbs and fuzz that detract from the focus of an outfit. You can start out looking well-groomed, but end up a bit disheveled later on without a few fashion tricks to keep you looking sharp.”

The Scotch Lint Sheets Pocket Pack is designed for an on-the-go lifestyle with 40 removable sticky tear-away sheets stacked and stored in a thin travel packet. A simple solution to pat lint away, this functional fashion accessory comes packaged in two stylish designs – sleek black and bold, contemporary bright flowers. Its slim package can slip into a purse, briefcase or pocket, making it easily accessible for last-minute touch-ups.

“We can’t all afford a stylist but there are simple solutions that can help you look like you’ve pulled together a complete look,” said Farr. “It’s really about the details, making sure your outfit gets attention for all the right reasons.”

Farr recommends some simple fashion fixes for keeping a look sharp all day long:

- Select a versatile outfit. The beauty of the little black dress, commonly known as the LBD, is that it's a look that is nearly finished once you put it on. Just add a cardigan over a shift or a-line style LBD for daytime at the office, or elevate your after-work look by adding a black belt at the waist and a higher heeled shoe. The challenge with the LBD is to keep it looking classy throughout the day so you'll need tools handy to eliminate pet hair, coat/scarf fuzz, deodorant stains and make-up smudges.
- Know when to de-accessorize. Dining out after work? Check that briefcase or oversized bag along with your coat. For women, carry a simple clutch to the dinner table. Black or very subtle metallic leathers work well.
- Brighten up your look with jewelry. Rather than reaching for flashy clothes, one eye-catching accessory like an oversized ring or a cuff is enough to add flair without overdoing it.
- Assemble a "wardrobe rescue kit" for quick fixes on the go. A small cosmetic bag can fit into your purse, briefcase, gym locker, glove compartment or desk drawer. Be sure to include:
  - A neutral pre-treated shoe polish disk to touch up dirt and scratches on any color of leather.
  - New Scotch(TM) Lint Sheets Pocket Packs for discrete, effective lint removal.
  - A travel size sewing kit to repair buttons and lightweight hems like skirts and trousers.
  - Wig tape to hold a falling hem in place all day.
  - Large safety pins to hold up the hem on heavy items like wool coats; use marker to cover any metal that may show through the materials.

“Portable solutions are important for today’s lifestyle, so we designed the Scotch Lint Sheets Pocket Pack to offer the benefits of our popular lint roller in an attractive and portable way,” said Eric Laughlin, marketing manager, 3M. “Unlike traditional lint removal products made for use at home, Pocket Packs offer a slim design

that is more practical for work, travel or anytime during the day.”

Scotch Lint Sheet Pocket Packs are now available at mass merchandisers nationwide (ARP \$2.79 per pack). For more information, visit [www.scotchlintsheets.com](http://www.scotchlintsheets.com).

#### About Kendall Farr

Kendall Farr began her career as a fashion editor at Seventeen and as a New York editor for Grazia, the Italian weekly. Her work has appeared in editions of Vogue, InStyle, Marie Claire and Elle among many publications. She has dressed a number of celebrities including Angelina Jolie, Halle Berry, Uma Thurman, Andy McDowell, and Sigourney Weaver and Diane Sawyer for a variety of assignments and events including magazine features, the Oscars, the Cannes Film Festival, print and television campaigns for fashion and beauty clients including Revlon and Almay. She is the author of the bestselling book *The Pocket Stylist* (Gotham Books 2004) and has contributed columns to the American and UK editions of Glamour and O magazine. Farr is an honors graduate of Wheaton College with a BA in English. Post-graduate study includes Costume History and Fashion Theory at Parsons School of Design.

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