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White House Black Market Launches International Campaign with Dress for Success

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White House | Black Market, a division of Chico's FAS, Inc. (NYSE: CHS), is pleased to announce its first international partnership with Dress for Success®, by launching a charitable initiative to collect black pants for women in need. The campaign is a testament to White House Black Market and the WHBM customer's commitment to making a difference in women's lives. Starting August 1st through September 21st, 2014, the company will accept both new and gently worn black pants at all White House Black Market boutiques across the country and Canada. White House Black Market boutiques will work with their local Dress for Success affiliate to help disadvantaged women by providing professional attire. WHBM will also collect monetary donations at the register and on their website from August 1st through August 31st

Dress for Success was founded in 1997 and has expanded to more than 135 cities in 16 countries and is uniquely positioned as a global leader in women's employment issues. In 2010, with the help of White House Black Market's Brand President, Dona Noce, WHBM founded the Dress for Success Southwest Florida affiliate based in Fort Myers, Florida.

"In our lives and in our business, we are constantly touched by the individual power of women. That's why we're so excited about our international partnership with Dress for Success," said Donna Noce , White House Black Market Brand President. "Our black pant donation program enables us to give back to women in the communities in which we live and work. Through everything, our passion has always been to make women feel beautiful."

Dress for Success programs help women achieve financial independence by addressing their social and economic needs in relation to work, home and community. Dress for Success helps disadvantaged women find and maintain employment. They also help them achieve health and wellness, as well as self-defined financial and professional success.

“The black pant is the great equalizer. No matter if you’re a seasoned CEO or just getting your career started, the right pair of black pants makes every woman look strong, confident and ready to take the workforce by storm,” said Joi Gordon , CEO of Dress for Success Worldwide. “We’re grateful to White House Black Market for helping us to provide even more of our women with that feeling as they progress along their professional paths.”

On August 21st, White House Black Market will be hosting an in-store event in all boutiques across the U.S. and Canada. 10% of net proceeds for the day will be donated to Dress for Success, up to \$100,000.

For more information about White House Black Market’s campaign initiative, please contact Kristin McClement : kristin.mcclement@chicos.com, (239)346-4870.

About White House Black Market

White House Black Market offers fashionable and sophisticated clothing and accessory items, from everyday basics, to wear-to-work, to elegant fashion, primarily in black and white and related shades with seasonal color splashes.

White House Black Market currently operated more than 400 boutiques and over 50 outlets across the U.S., Canada, Puerto Rico and the U.S. Virgin Islands. WHBM publishes a monthly catalog highlighting its latest fashions and connects with customers at www.whbm.com

About Dress for Success:

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 135 cities in 16 countries. To date, Dress for Success has helped more than 775,000 women work towards self-sufficiency. Visit <http://www.dressforsuccess.org>