

Fashion TRENDS

Lighten Up! When it Comes To Technology, Women Should “Think Thin”

(NAPSA)—There’s a new way to get a slimmer summer look without counting a single calorie.

What’s the secret? Shed those “tech” pounds weighing you down.

In our ever-connected, on-the-go lifestyle, even the most stylish woman can look like a techno-geek carrying a laptop, a PDA and a cell phone if she’s not armed with the right gear to carry her tech. According to fashion editor and style commentator Mary Alice Stephenson, being “highly functional” and “highly fashionable” have been at odds—until now. She believes technology makers have finally gotten the message: women want to be connected without sacrificing style.

Stephenson, a contributing fashion editor for Harper’s Bazaar magazine and fashion consultant to PC chipmaker Intel® Corporation, says you shouldn’t let your personal style be weighed down by unnecessary tech baggage. She believes lightening your load and being fashionable starts with the laptop.

“Carrying a heavy, bulky laptop in a big padded bag can make you feel and look weighed down,” Stephenson says. “Today’s fashion-forward women are ready to banish the bulk,” an attitude confirmed by a recent Harris Interactive® survey in which nearly 80 percent of women said their ideal laptop would let them carry less weight. With the new generation of smaller, more powerful laptop PCs that have recently come to the market, now women who want to stay connected without sacrificing style have more options than ever to choose from. By swapping a traditional laptop for a thinner, lighter system, women can instantly shed up to five neck-straining, shoul-

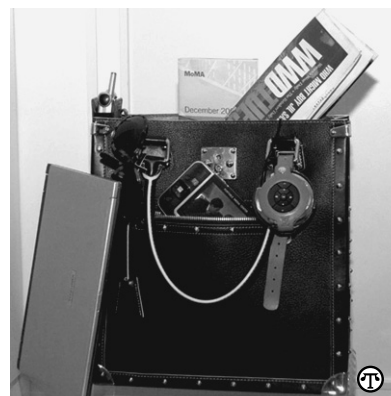


der-tugging pounds. As a result, the black bulky laptop bag—and the extra pounds it adds—can be cast aside for a fabulous bag created by designers inspired by the trimmer, slimmer laptops.

For those who want a full fashion and technology transformation, Stephenson offers four tips that can not only lighten your load, but also brighten your mood this season:

- **Be Light:** Swinging a handbag over one shoulder and hauling a heavy laptop bag over the other is a fashion faux pas. When it’s time to turn in your old laptop for a shapelier model, look for a PC based on Intel® Centrino® mobile technology. It can weigh several pounds lighter than other systems. When shopping, take along your favorite handbag or tote to see if a new skinny system will fit comfortably inside. Once you have a smaller laptop, consolidate all your technology devices into one bag. The Toshiba Portege® R100 or the Panasonic Toughbook eLite, which is not only light, but comes in high impact colors like white, red, silver and black, are just a couple of sleek options for women.

- **Be Bright:** Add a splash of color to upgrade your tech style. Put away your black winter tote



bag and carry your laptop in one of this season’s bright “it” colors—turquoise, pink or sun-kissed orange. Retailers from Coach to Target offer a wide range of affordable options that come with multiple compartments to house all your devices for easy access. If you prefer to shop online, www.kolobags.com offers a well priced selection of stylish bags, from backpacks to briefcases.

- **Be Free:** Take advantage of the growing number of Wi-Fi “hotspots” to connect to the Internet without the hassle of wires. Check out local cafés, airports, and parks in your neighborhood for cool places where you and your laptop can be seen surfing together in public. Log onto <http://intel.jiwire.com> to look up local “hotspots” by city or zip code.

- **Be Dazzling:** Add a little couture to your life without breaking the bank. Clip a Chanel charm on your cell phone or invest in some stylish tech jewelry which is quickly becoming available from a variety of designers. You might also consider dressing up your tech with accessories from www.lalooop.com that allow you to wear your phone fashionably around your neck.