

BACKGROUND ON **BUSINESS**

Site That Will Sell You The Shirts Off Its Back

(NAPSA)—The consumer should be able to purchase the finest quality product without having to pay high designer prices.



A popular Web site has found success by concentrating on a single product.

That's the philosophy of Jeff Fletcher, founder and president of WhiteDressShirts.com, a Web site that offers a convenient way of purchasing a men's fashion staple. How does he do it? By dramatically streamlining the manufacturing process, having no relationships with large retail companies and concentrating his business on one product only.

Fletcher and company specialize in one item, produce it in the United States and sell it exclusively through the Internet. Rather than transferring a store onto the Web, WhiteDressShirts.com was made solely for the Internet with the belief that by concentrating on one product it can ensure superior quality and service.

All of the site's products are made with two-ply, 100 percent Egyptian cotton. Each hand-tailored shirt has a placket front; straight back yoke with a centered, inverted pleat; a single pocket; and rounded cuffs. Consumers have a choice of a traditional point or button-down collar.

In addition, in response to customer demand, the site now offers both a Sea Island-style broadcloth (\$55) and the new white pinpoint Oxford (\$48).

To learn more, visit the Web site at www.whitedressshirts.com or call 1-800-605-6233.