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03 MAY 2009 **Edge Of Urge Online Boutique And Clothing Company Launches New Website, Charity Efforts**

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“Edge of Urge, a cutting-edge hipster, mod, boho, and retro fashion company and boutique in Wilmington, N.C., announced the launch of its new website in February 2009. The site launch was complemented by previews of the clothing company’s spring collection, and an extensive look at its latest charity efforts.

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(1888PressRelease) May 03, 2009 - Wilmington, N.C – Fashionistas love shoes. And skirts, dresses, witty tee shirts, and skinny denim. And charity.

Know this first: The clothing is smokin'. This season, women can hot up the dance floor in a flirty yellow-and-black "Dallas" houndstooth skirt by New York designer [Corey Lynn Calter](#). They can make a provocative statement – or three – with soft, cap-sleeved, screen-printed tee shirts by Blood is the New Black and Dear Creatures. They can tiptoe through the tulips in a pair of juicy woven sandals by Dolce Vita – or, they can throw back to the days of Woodstock with the hippie-retro "Crocodile" long dress by Monrow.

Men can select from miles of denim jeans, soft cardigans, bold tee shirts, and sleek shoes by big-name brands like Alternative Apparel, Penguin, William Rast, and [Frye Boots](#).

Everyone can donate to a good cause. And opportunities to lend a hand for charity abound on the new Edge of Urge site.

"We wanted to offer our customers a taste of the latest fashions," says Edge of Urge founder and director Jessie Williams. "At the same time, we had amazing charity events coming up, like our Makeover Lotto and our New Deal fashion benefit show. So we coordinated the site re-design to reflect our dedication to good causes, and our penchant for sweet styles."

The New Deal Fashion Show and Hand Made Market will be held on Saturday, May 9 at the New Hanover Center in Wilmington. Fashion mavens and clothing designers of all stripes can vie for the chance to showcase their threads. With a nod to the recession, the show's theme is "utilitarianism and necessity becoming fashionable." Applicants are strongly encouraged to create clothing that encompasses this theme.

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"During these challenging times ... we at Edge of Urge want to shift the perception of what fashion means to our society, and encourage innovative, responsible design as well as innovative, responsible consumerism," Jessie Williams writes on the fashion designer's [application](#). Williams' emphasis on invention and thriftiness is close to her heart. She built the Edge of Urge boutique from the bottom up in 2002, and still designs her own line of skirts, halter tops, leggings, and bikini bottoms for the retail store and [website](#).

All proceeds from The New Deal Fashion Show will benefit Wilmington's DREAMS Center for Art Education (<http://www.dreamswilmington.org>), a non-profit that encourages creativity and artistic expression in children and [teens](#) through art workshops and classes.

"The other aspect of this show that's so enticing is that it gives people of all ages opportunities to buy clothing and accessories right in the Wilmington community," says Williams. So, instead of taking your money across the country and supporting a big chain, you can buy a unique skirt, tee shirt, or pair of jeans right here – and support the local designers."

On Feb. 5, Edge of Urge held a Makeover Lotto; 100 percent of proceeds were dedicated to charity.

Edge of Urge is a Wilmington, N.C., fashion boutique carrying big-name designers like Corey Lynn Calter, Blood is the New Black, Union, Camper, Chie Mihara, and Gentle Fawn, as well as founder Jessie Williams' own line. Visit our online boutique (<http://www.edgeofurge.com>) for more info. Store hours are Mon.-Thurs. 10 a.m. to 8 p.m.; Fri.-Sat 10 a.m. to 9 p.m., and Sun. 11 a.m. to 8 p.m.

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