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STUART — Some faux pas are unavoidable.

But wearing the same dress as another woman to a ball or party? Totally avoidable.

At least that's what Andrew Jones thinks.

The Stuart resident recently launched [DressRegistry.com](#), a Web site where women can post details about the frock they'll wear to an event.

The idea is to avoid having a "fashion twin" at a charity ball or other shindig.

"Apparently, it's humiliating whether it happens to an eighth-grade girl or to Laura Bush," Jones said.

He bought the domain name eight years ago, after overhearing his wife and a friend discuss their attire for an upcoming gala.

Jones spent years developing a database engine to keep track of users' dresses, working with the Indian River Community College Business and Technology Incubator in Stuart. Finally, in mid-December, he rolled out a soft launch, just in time for the inaugural balls in Washington.

More than 500 women signed up to use the free registry for the balls, and the site attracted 92,000 unique visitors, Jones said.

Next, he wants to add fashion content to advise women on what jewelry to wear with what neckline, for example.

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