



717 N. Milwaukee St., Milwaukee, WI 53202, USA
phone: +1 (414) 465-8297, fax: +1 (414) 908-9293
email: info@boutiquelarrieux.com
www.boutiquelarrieux.com

Where exclusive fashion becomes inclusive

FOR IMMEDIATE RELEASE

Media Contact:

Shanique Bonelli
info@thebonelligroup.com

BOUTIQUE LARRIEUX CONTEST PUTS THE SPOTLIGHT ON PLUS SIZE BEAUTIES

*Plus size clothing retailer announces new contest search for
"Boutique Larrieux's Next Beauty"*

Milwaukee, WI – February 9, 2010 – Boutique Larrieux, a contemporary apparel provider for plus size women slated to launch its storefront and e-commerce store in March 2010, is searching for greater Milwaukee's next curvy beauty. Lydia Hamilton, owner of the boutique, is "seeking the first ever 'Boutique Larrieux Beauty' to help Boutique Larrieux establish a new platform for the full figured fashionista."

As the new face of a company that is rapidly emerging as a leader in plus size fashion, the Boutique Larrieux Beauty will serve as an ambassador for curvy women who possess keen style sensibility and an appreciation for all things fashionable.

The grand prize will include Image consultancy complete with a makeover including a wardrobe valued at \$500; and beauty advising from a M·A·C Cosmetics makeup artist. The contest winner will also serve as a Boutique Larrieux fit model; and feature in an upcoming Boutique Larrieux photo shoot. The contest culminates with various public appearances including, VIP access to the March boutique launch celebration and an appearance on NBC TMJ-4's *The Morning Blend*.

Recognizing a void in the world of fashion, the Boutique Larrieux Beauty campaign speaks to the 61% of women in America who are a size 14 or higher; and spending over \$25 billion a year in clothing sales. Boutique Larrieux's high-end, style savior-faire is sure to resonate with the modern woman seeking high-fashion translated into plus sizes. The contest aims to help women embrace and celebrate their size, while teaching them what apparel options best enhance their shape. Drawing inspirations directly from the pages of your latest fashion magazines, the search for the Boutique Larrieux Beauty will finally provide full figured women with a runway that is long awaited and much deserved.

For more information on Boutique Larrieux's Next Beauty Contest and how to enter, please visit: <http://boutiquelarrieux.com/> or <http://www.youtube.com/group/BLBCONTEST>.

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About Boutique Larrieux

Boutique Larrieux is an upscale boutique offering an extensive selection of contemporary designer apparel and accessories for women ranging from sizes 12-24. Boutique Larrieux also provides exclusive customer services including personal style assessments, shopping appointments, private parties and workshops. Helping women develop their own personal style, Boutique Larrieux caters to the professional and progressive plus size woman seeking a fashion-fix beyond national chain stores. It's "where exclusive fashion becomes inclusive."