

Boutique Larrieux
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Where exclusive fashion becomes inclusive

Press Kit

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FOR IMMEDIATE RELEASE

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UPSCALE PLUS SIZE RETAILER BOUTIQUE LARRIEUX TO OPEN ITS STOREFRONT AND E-COMMERCE STORE IN MARCH 2010

New boutique seeks to provide more options for plus size women in apparel and fashion accessories, including exclusive collections from Project Runway Season 5 finalist Kenley Collins

Milwaukee, WI – February 1, 2010 – Boutique Larrieux, a luxury apparel provider for plus size women, is slated to launch its storefront and e-commerce store in March 2010. The boutique offers an extensive selection of contemporary designer apparel and accessories for women ranging from sizes 12-24. Boutique Larrieux is the exclusive plus size retailer for American designer, Kenley Collins, finalist on Project Runway Season 5, and the store will also feature choice selections by Lundström; David Meister; Not Your Daughter's Jeans; and Monif C.; among others. The launch event is set to take place at Boutique Larrieux located at 717 North Milwaukee Street Milwaukee, WI on Saturday, March 13, 2010 from 7-11 pm CST.

Recognizing a void in the world of fashion, Boutique Larrieux speaks to a booming consumer market in the retail industry that is vastly underrepresented – plus size women with keen fashion sensibility and an appreciation for all things luxurious.

"The plus size market is massively underserved," explains Lydia Hamilton, owner of Boutique Larrieux. "The companies that cater to plus sizes compared to those that cater to straight sizes is discouraging. We want to provide assortment and versatility with our brands. Boutique Larrieux challenges the misconception that high-fashion cannot translate well into plus sizes," added Hamilton.

The birth of Boutique Larrieux came in 2009 as Hamilton's frustrations from her own personal battles as a full figured woman peaked. "While shopping, my options were extremely limited," says Hamilton. "I had to search at multiple places just to find something that not only fit my body, but also complimented my personal style."

As an ambassador in fashion-forward apparel for curvy women, Boutique Larrieux is committed to becoming an authority in plus size fashion.

"We want to be a leader in fashion for full figured women. Boutique Larrieux will focus on embracing the shape you have and learning how to work with it. Not everyone is meant to be a size four. It's ok to have curves. An experience at Boutique Larrieux is an exercise of learning acceptance and celebrating your size," says Hamilton. "We serve style conscious, plus size women who share a passion for fashion, an awareness of the latest trends and the desire to stay on the cutting edge."

Recognizing the importance of fit as a plus size clothing retailer, Boutique Larrieux “will only offer apparel options that enhance what full figured women have to offer.” The store will also provide its customers with exclusive boutique services including personal style assessments, shopping appointments, private parties and workshops.

As Lydia Hamilton promises, “The March opening of Boutique Larrieux is only the beginning of our loyal commitment to helping women learn how to work with the curves that they have and understand which style choices work well and which do not.”

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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.”

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BACKGROUNDER

At the core of Boutique Larrieux is chic sophistication – an indefinable characteristic of style that separates the extraordinary from the ordinary.

The boutique, created in 2009 by owner Lydia Hamilton, has rapidly emerged as a leader in the retail industry, defining plus size fashion with the highest level of quality and flair.

Boutique Larrieux specializes in apparel and accessories that cater to plus size women who share a passion for fashion, an awareness of the latest trends and the desire to stay on the cutting edge.

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Boutique Larrieux has designed a commitment to quality assurance for its customers, offering consultation services that include: personal style assessments, shopping appointments, private parties and workshops.

Boutique Larrieux's high-end, style savior-faire resonates with the chic, plus size woman seeking upscale, trendy apparel options. This fast-growing company sets a new standard of luxury in the world of plus size fashion. For customers, the result is a rewarding experience that gratifies every insatiable craving for the latest fashions and finest designer. It is, "where exclusive fashion becomes inclusive."

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BIOGRAPHY

Lydia Hamilton

Owner

In a world where image is everything, few people have the bravado of Lydia Hamilton, whose company, Boutique Larrieux, is singlehandedly changing the face of plus size fashion as we know it.

Though an industry visionary, Hamilton's mission is plain:

"I want to acknowledge a population of women who want and deserve more in fashion."

A seasoned business woman, Hamilton maintained a successful career at a Fortune 10 company for eight years before deciding to forge out on her own. After successfully establishing her first independent business venture, her own interior decorating company, Hamilton created Boutique Larrieux in 2009. The boutique formed a perfect fusion of each of her strongest suits- creativity, professional savvy and an invested passion for all things fashion.

Hamilton attributes the birth of Boutique Larrieux to her own personal challenges as a full figured woman. When shopping, she consistently found that the options provided by plus size retailers were extremely limited. As a result, Hamilton was forced to search through various stores to find basic items that not only fit her body, but also complimented her personal style. Ultimately, Hamilton became her own target customer.

Using her insider expertise, Hamilton set out to develop an upscale boutique that offered an array of luxury designer apparel and accessories for women ranging from sizes 12-24. She created Boutique Larrieux and established a platform for the full figured fashionista seeking high-fashion translated into plus sizes.

Hamilton entered the market at a period when many designers were beginning to expand their collections to cater to the plus size woman. Prompted by the 61% of women in America who are a size 14 or higher, the strong customer base of this particular target audience was a reality that the industry could no longer ignore.

Lydia Hamilton is fully committed to this audience. Her boutique provides curvy women with an experience they cannot find anywhere else. At Boutique Larrieux, her customers' needs as plus size women are the first and driving thought in every aspect of the business. Hamilton is dedicated to her boutique's responsibility to providing garments and offering personal services that encourage women to work with the curves that they have and understand which style choices work best.

"Plus size women want fashion. They crave it. They too have an insatiable appetite for the latest trends and the top designers. Cater to them and they will be faithful to you," Hamilton assures.

Under this philosophy, there is no doubt that Lydia Hamilton's Boutique Larrieux is on the fast track to becoming a style staple in every full figured woman's closet.



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