



About Local Boutique

Local Boutique provides an innovative approach to digital marketing by integrating a suite of services to connect fashion retailers with the new breed of digital savvy consumers. We start by creating a database, which includes all varieties of fashion retailers and fashion styles for a geographical area, and invite the community to participate. Local Boutique provides access to our databases via our Dress Webpages, iPhone Applications (Apps), Events Calendars, and Social Networking. We provide feedback channels to engage the public and create two-way communication.

For the Public, Local Boutique develops and maintains a Database of fashion retailers, and hosts an events page for the geographical area. In the Database we try to include all the local retailers. Everyone from the Designer Label Flagship Stores to small local Indie Designers and all the fashion retailers in between. On these 'Geo-Dress' domains, we offer a gallery of small Indie Designers, Uber-Cool Boutiques, Inexpensive fun shops, as well as the Grand Dames. Local Boutique is not a fashion critic, we are a promoter of the fashion industry. Consumers can access the database and events page from the web or with our iPhone Apps. So locals and tourist alike can have up to the minute fashion events and where to find "IT" data at their finger tips, when and where they want it. Then we provide Social Media links so they can give us feedback and share their hot finds with their friends.

For the Fashion Retailer we provide access to the digital savvy consumer with Page One Ranking for Key Organic Search Terms, an Events Page to post your in-store promotions, and iPhone Apps to guide them to your store, while they are "in the moment". We have moved from the model where we only featured Small Independents to including everyone, why? We see the importance of creating an environment where the consumer can easily access a wide variety of Retailers. This in turn attracts a wider consumer base that will benefit all that participate. Most importantly we provide equal footing on-line for the smaller retailer who otherwise wouldn't be able to afford the same ad campaign as the large retailer.

We begin with the Geo-Specific Website that promotes the Retailer by way of the "Featured Listing" which showcases the Retailer's Fashion and In-Store experience. Also available on the Geo-Specific website is the "Events Module" where the Retailer can log on and post upcoming events whether it is a trunk-show, new arrivals, or champagne & cupcakes.

Next is the "Local Boutique" & "Suits & Jeans" (S&J) iPhone Apps where the Consumer can access a bevy of shops whether on a "mission to find" or window-shopping. The Consumer has the ability to search by neighborhood, style and merchandise, map it, email it and add a store to their contacts. The iPhone Apps are linked to the Events Module so the Consumer can in a moment see what is happening in any neighborhood they might be in.

We incorporate a variety of Social Networking tools including Facebook, Twitter, Blogs. These are powerful and fast moving, you have to be a part of it to stay relevant. Local Boutique pulls it all together to offer full online exposure for our customers.

Contact us at LocalBoutique.com or email us at LocalBoutique@gmail.com for more information on how you can feature your boutique on our fashion sites. We look forward to working with you.