



Plus Size On Trend

For Immediate Release

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B&Lu Opens Local Boutique

The trendy plus size clothing website opens its first local retail store in Hopkins.

HOPKINS, MINN (June 22, 2011) – Twin Cities customers who frequently shop the plus size fashions on B&Lu.com no longer need to make their purchases online. B&Lu – a style pioneer in offering trendy and hip clothing for voluptuous teens and women – is opening its first occasional sale boutique at 1007 Main Street in downtown Hopkins on July 7, 2011.

More than just a clothing store, the plus size retreat is really a “styled life” boutique. “I really wanted to create a place where women can find great style for every facet of their lives,” said Christine Sholl, founder and owner of B&Lu. “So, I decided to expand my online presence and open a local boutique where patrons can find both high fashion clothes and unique home décor – at a price everyone can afford.” B&Lu proves to be high on style and low on price – no clothing or accessory item is priced above \$70.

In addition to retailing its signature plus size apparel, the local boutique also offers a variety of fashion accessories, such as shoes, scarves, and jewelry. B&Lu is also excited to announce that the Hopkins-based boutique sells a fabulous collection of inexpensive repurposed furniture pieces. Step into B&Lu and you’ll be instantly transported to a home haven where classic vintage farmhouse meets Parisian market whimsy. Furnishings include upcycled benches, tables, bookcases, dining sets, cabinets, bedroom sets, and much more.

The B&Lu styled life boutique will be open the first Thursday through Sunday of each month, as well as during select Hopkins festivals and fairs. The boutique will also offer standard size apparel in the near future – stay connected to upcoming B&Lu news on Facebook (Facebook.com/BandLu) and Twitter (Twitter.com/bandlu). B&Lu is also available for private parties such as ladies night out and bachelorette parties. For more information, contact Christine Sholl at chris@bandlu.com.

About B&Lu:

Since 1999, B&Lu has transformed the look and fit of women’s plus size apparel. The ground-breaking clothing website has also taken the fashion industry by storm – not only have celebrities been spotted in B&Lu designs, but the clothing line has also been featured in local and national TV shows, beauty campaigns, and fashion magazines.

Through 12 years of online sales, larger sized teens and women have finally been able to banish dowdy garments from their closets and replace them with trendy, fun, and affordable pieces sizes 12 and up. Now, website visitors and boutique shoppers alike can purchase B&Lu’s wide range of fashions, including dresses, tops, blouses, skirts, tees, shrugs, sweaters, leggings, and denim – bringing high style within reach to plus size women everywhere.

