



BOBO LAUNCHES MARKETING DRIVE

Now in its fourth year and on the back of a phenomenal Winter season ethical footwear brand Bourgeois Boheme (www.bboheme.com) is set to launch a marketing campaign targeting mainstream fashion customers.

Bourgeois Boheme will sponsor the Roving Ethical Catwalk (20th February 2009) at the Natural History Museum. Hosted by the Conscious Designers Collective it will feature brands such as Miksa, Nancy Dee, Elena Garcia Eco-Couture and Pants to Poverty. Models will wear Bourgeois Boheme shoes.

In addition Bourgeois Boheme will exhibit at Estethica, now in its sixth season, promoting Fairtrade, eco and ethical fashion design (21st – 24th February 2009) at the Natural History Museum. Estethica is a British Fashion Council initiative creating high end fashion without compromise.

Separately, Bourgeois Boheme has appointed ethical lifestyle specialist PR agency Green Row to raise the profile of the brand with mainstream and ethically minded retailers and consumers. Activity will take place throughout 2009.

The brand was inspired by the ethical ideology of Creative Director and Founder Alicia Lai, she said; "We've seen a dramatic shift in our customer base and it's clear that the traditional, mainstream shopper is looking to make a more ethical choice when it comes to fashion, especially shoes. This season we are expanding the range to include new styles, new materials and increased choice to match the desires of our expanding audience. The styles are as diverse as our customers but we've remained true to our ideology which is that no one should feel excluded from making a fashion choice."

Completely leather - free and with no animals harmed during production Bourgeois Boheme stocks the most inventive high end fashion ranges as well its own label brand. Bourgeois Boheme shoes are available from www.bboheme.com or +44 (0)20 88 788 388 for local stockists details.

Ends

For further information please contact Cathy Warren or Emma Conway at Green Row on 020 8960 8950 or emma@greenrow.co.uk