

## **Introducing Earth Goddess, a New Range of Eco-friendly and Ethical shoes from Bourgeois Bohème**

Bourgeois Bohème, a London-based online and ethical fashion boutique, is pleased to announce its new eco range of women's footwear, which features coordinating belts.

Named Earth Goddess, the collection caters to a growing market of ethical fashion shoppers who before now have had little choice when looking for smart and stylish ethical footwear within a mid-range price bracket.

The trans-seasonal collection includes elegant heels and essential flats in black organic and fair-trade cotton, and natural and corn-flower blue hemp. The range also features styles in black micro-fibre, an 80% bio-degradable leather look-alike that is entirely animal-friendly. The casual flats and stylish sneakers in the collection go that one eco-step further in featuring natural rubber and sisal soles.

Bourgeois Bohème founder and owner, Alicia Lai says. "Earth Goddess not only honours the goddess in every woman but also honours the Earth herself; we've aimed to produce a collection of shoes that's not only eco-friendly but exceptionally stylish too. We've also tried to include in the range something for all women and for all occasions - sometimes a goddess wants to be snazzy and devilish, but there're other times when she's just looking for style and comfort."

The range also introduces a women's belt selection that coordinates perfectly with the Earth Goddess range and includes styles in natural hemp and aubergine-toned striped organic fair-trade cotton.

Alicia Lai says, "We believe that true beauty is more than skin deep; there are hundreds of pretty shoes out there but what makes a shoe really special is the ethics behind its creation. We've been creating gorgeous animal-friendly fashion for years and now that we're able to offer stylish, ethical, eco and animal-friendly shoes, we feel we're really covering all the bases. We're really very pleased."

All Bourgeois Bohème products do not contain animal ingredients and the collection is manufactured in Portugal by factories that can ensure ethical and fair practices.

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### Notes to the Editor

Images are available at: <http://picasaweb.google.com/boboboutique/EarthGoddess>

The new Bourgeois Bohème range will be available for purchase online at [www.bbohème.com](http://www.bbohème.com) and in-store from August 2008. Prices range from £60.00 to £90.00.



A London-based company, Bourgeois Bohème has sourced eco- and animal-friendly fashion from global brands since 2005.

Bourgeois Bohème has been producing its own animal-friendly accessories - perfect for Vegans and Vegetarians - since 2006 and launched its first footwear range in 2007.

Bourgeois Bohème is dedicated to the concept that fashion shouldn't come at the expense of animals and the environment and that the people who take part in manufacturing are treated fairly.

Bourgeois Bohème has recently opened a retail location, which is the first and the only animal-friendly footwear and accessories store in London located at Hydrex House, Garden Road, Richmond TW9 4NR.

Bourgeois Bohème's range is available to buy online at [www.bbohème.com](http://www.bbohème.com).

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