



London's First Vegan Footwear and Accessory Shop Opened

Bourgeois Boheme, one of the UK's most well-known online animal-friendly fashion companies opened London's very first animal-friendly footwear and accessories retail outlet.

Known for its quality and stylish vegan footwear and accessories, Bourgeois Boheme is responding to customer requests for a physical retail location. Bourgeois Boheme founder and Director, Alicia Lai and has found that 90% of returns from online sales relate to shoe-fitting issues.

Alicia says, "Unless you shop online, vegetarian footwear is difficult to find: it's a dismal choice of either low-quality, cheap and environmentally-challenging shoes or Stella McCartney – gorgeous fashion no doubt, but very much beyond the pocket of many a style-conscious vegetarian/vegan."

Its an environment that has served online sales well and, having already built up a dedicated and growing following of online and mail order customers, Bourgeois Boheme is giving shoppers what New York and other fashion capitals around the world gave their consumers years ago – a stylish home for animal-friendly fashion.

Bruce Friedrich, Vice President at People for the Ethical Treatment of Animals (PETA) says, "All of us at PETA welcome the news of a Bourgeois Boheme storefront. We enjoy ordering from BoBo online, but we'll be even more delighted to have a place where we can try on the shoes, examine the bags, and have a compassionate shopping experience."

Visitors may purchase Bourgeois Boheme's exclusive labelled styles as well as ethically sourced products from other companies; not only footwear, but also bags, wallets and belts for women and men, and cosmetics.

Alicia says, "Our shop is an extension within our office premises, it's a humble start but it's a first step towards our greater dream of having lush and exclusive Bourgeois Boheme boutiques in the world's fashion capitals"

Now customers can find a perfect fit in every sense- true to their size, philosophy, style and ethics.

Address: Hydrex House, Garden Road, Richmond TW9 4NR
Shop hours: Mon-Fri 9am - 5pm; Sat 10am - 2pm; by appointment.
Telephone: +44 (0)208 8788 388

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--NOTES TO EDITOR--

A London-based company, since 2005 Bourgeois Bohème has sourced vegetarian/vegan fashion and cosmetic products from global brands and now also produces its very own Bourgeois Bohème Boutique range of ethical footwear and fashion accessories.

Following on from the success of Jiva and Espiritual, their first footwear ranges, the company is now extending its range to organic and eco-friendly fabrics.

Bourgeois Bohème's range is available to buy online at www.bboheme.com.

You may view and download images from our current collection at <http://picasaweb.google.com/boboboutique/BourgeoisBohème350dpi>

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