



Press Information: July 2008

BOOTY-LICIOUS BLING FOR YOUR BABY!

www.hippychick.com

With the recent arrival of Sunday (Nicole Kidman's daughter), Max and Emme (J Lo's twins) Harlow (Nicole Richie's girl), Max (Christina Aguilera's boy) and Nahla (Halle Berry's girl) and imminent arrival of Brad Pitt and Angelina Jolie's twins, the baby 'A list' is growing by the day!

Now, thanks to Hippychick, your baby can get their own truly 'A list' style, with the most chic shoe of the season – the brand new unisex 'Bling' Shoo Shoos. A gorgeous soft white trainer style shoe, with three eye catching sporty gold stripes down each side, the 'Bling' Shoo Shoos make a stand out addition to any baby's wardrobe or a truly cool gift for a new arrival. At just £15.95 a pair they are available from www.hippychick.com.



Hippychick's Shoo Shoos are ultra comfortable as well as stylish with gently elasticated ankles so they're easy to put on and keep on without marking soft skin. Their non-slip soles help promote confident crawling, cruising and walking and there are no tricky laces, even on the trainer designs.

Mums will also bless the fact they can also be hand washed in cold water so can keep their bling looks, in spite of everything baby throws at them!

The new 'Bling' Shoo Shoos come in four sizes catering for the very youngest fashionistas right up to older, trendy toddlers: Small (UK size 0-2) (0-6 months), Medium (UK size 2 – 3.5) (6-12 months), Large (UK size 3-5) (12-18 months), X Large (UK size 5 – 6.5) (18-24 months).

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For further information, samples or high res images, please contact:

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