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Haute Market helps launch new businesses, new fashion lines and national television series.

Kansas City, MO – Oct. 2, 2008 – Haute Market shares it's growth and success to introduce new fashion and beauty related businesses and product lines to the metro area women. Haute Market owner, Jennifer Hermon, has the market cornered on knowing what women want and delivers it time and again to the women of the Midwest.

Great shopping, glamour, pampering and gal-pal time. Haute Market combines all this into several events throughout the year and the buzz is spreading. With an average of 700 women attending each event, Haute Market is a name that has caught on in the Kansas City metro, and the Midwest. Business is exploding beyond just a shopping event, with the continued growth of the online e-zine covering beauty and fashion, relating to the women in the Midwest.

On Oct. 9th, Haute Market will bring together over 45 local and national companies to put on the biggest Haute Market event yet. Guests can enjoy massages, hair and makeup services, pedicures and more. Plus they will be treated to a live fall trends fashion show to benefit the Why Pink campaign with proceeds being donated to the National Breast Cancer Foundation. The event runs from 5-9 p.m. at the Ritz Charles in Overland Park.

New business, Caleb's Lighthouse – A Sea of Beads, recently opened its bead shop in Overland Park and hopes to expand its client base by participating in the Haute Market event and advertising on the Haute Market website. The store is also hosting an open house Monday, Oct. 6th featuring accessory styling advice, jewelry making classes and a special happy hour in the evening featuring "bead-a-lini" drinks.

Underground Vogue, a new online boutique, launches at the Oct. 9th Haute Market event and introduces several exclusive lines to the metro women, including the brand J4 denim jeans. It's a line specifically selected for the KC metro women by owner, Ronda Klaumann.

Avelle (formerly Bag Borrow or Steal), the largest online rented-luxury retailer offering designer accessories, gained popularity with their inclusion in the hit movie Sex and the City. Now the company has partnered with Haute Market to gain a stronger hold in the Kansas City area. "We understand women's passion for luxury accessories," said Jodi Watson, chief marketing officer for Avelle, the New Bag Borrow or Steal. "Our collaboration with Haute Market will allow us to engage with people in the Kansas City area who share our love for designer accessories and give them easy access to more than 4,000 different styles of designer accessories, including handbags, jewelry and sunglasses."

The USA network launches its new series The Starter Wife, starring Debra Messing, on Oct. 10th and the timeliness of the Oct. 9th Haute Market event will help further promoting the show. The network has provided nearly \$1000 worth of the show-related merchandise for the Why Pink raffle and event give-aways.

Inspired by high-fashion trunk shows and shopping events in New York, Haute Market is the most fashion-forward shopping event in Kansas City and is proud to be named one of the "hottest" events in the area.

Jennifer says of the concept, "It's a wonderful chance for women to enjoy some much-deserved time together and away from the stresses of their daily routines. I simply provide a sort of refuge so that we can indulge in the little things that make us ladies happy, and provide a simple online source for fashion and beauty tips that are realistic for my demographic. Helping other businesses grow is a perk and a privilege."

For more information, visit www.hautemarket.com

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