

Shabby Apple Launches Trendy Mother/Daughter Line

By Kate Nielsen

Dated: May 01, 2008

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In the past year and a half since its debut, Shabby Apple has been cementing its reputation as a premier dress retailer, with lines of chic and trendy dresses that make dressing a simple affair – no yanking, cardigans, undershirts, or slips necessary. In addition, the online dress boutique has a sister line, Shabby Baby, which provides fun and funky dresses for little girls, sizes 0-6 months up to 5T.

This spring, Shabby Apple is launching Apple Seed, a line of coordinating mother/daughter dresses that marries its two already wildly popular lines. The line includes little girls dresses, size 0-6 months up to size 12 that match the women's dresses in some form – either in style or fabric.

Launching in May, the line puts a whole new spin on traditional matching dresses. Gone are the days of bland and banal wholly matching mother/daughter dresses; the Apple Seed coordinating dresses are stylish and fresh, not exactly matching but similar enough to wear together. The line integrates some of the hottest trends of summer 2008, from crisp linen fabrics to luminous summer hues.

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About Shabby Apple

Shabby Apple LLC is an online dress boutique that offers figure-flattering, moderately-priced, and fantastic dresses that allow you to look fabulous without having to compromise anything else. Shabby Apple launches three lines of dresses a year and is a women-owned and women-operated, socially responsible company. Visit Shabby Apple online at www.shabbyapple.com.

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