

ADVERTISING

Eve's apple drives traffic to e-boutique with \$5,000 shopping spree

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Eve's apple is promoting the launch of its ecommerce site with a \$5,000 shopping spree giveaway.

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The site carries high-end women's apparel, shoes and accessories from fashion designers such as Marc Jacobs, Diane von Furstenberg and Badgley Mischka. It is targeted at anyone who loves to shop, specifically savvy and sophisticated fashion connoisseurs who seek exclusive designer pieces to complement their personal style.

"The eve's apple \$5,000 shopping spree giveaway marks the launch and celebration of the grand opening of our e-boutique," said Michele Percy, co-owner of eve's apple, Baton Rouge, LA. "Unveiling the Web site with the bonus of a shopping spree builds the added excitement and buzz to get the word out about the newest destination to access exclusive designer fashion and accessories.

"Unique to the giveaway is the more our new members share with their friends and families, the more they increase their chance to win," she said. "This fuels the excitement while also building our customer base and exposure to introducing eve's apple to those seeking extraordinary style and a personal touch shopping experience."

Eve's apple is an online women's clothing boutique. It was created and recently launched by Sari Turner and Ms. Percy.

Bit of the apple

The giveaway is being promoted directly on eve's apple's Web site at <http://www.evesapple.com> and on its Facebook page, which has 311 friends. The \$5,000 contest ends Nov. 30 and the shopping spree winner will be notified via email.



Eve's apple's Facebook page

The Web site features 3D virtual photography, allowing consumers to zoom in and out, change color options, and view an image from every angle. Eve's apple aimed to have its Web site mimic a dressing room.



Eve's apple's Web site, featuring 3D photography

“Eve's apple is all about offering the boutique experience online,” Ms. Percy said. “We offer a wide breadth of exclusive inventory to help style-conscious women find their signature look with premium designer selections and a personal touch experience.

“Eve's apple works hand-in-hand with designers and stylists, attending trunk shows and runway events to pull together exclusive looks that no one else offers,” she said.

Eve's e-boutique

The e-boutique is getting the word out about its new site and giveaway through a multi-prong approach.

It is promoting itself on Facebook and Twitter and using paid search ads and targeted

email campaigns to generate traffic. The friend referral is building great momentum and increasing consumers' awareness of eve's apple.

Currently, eve's apple does not have a mobile strategy, but plans to launch on that platform in the future.

Though just launched, the e-boutique has plans for the rest of the year.

"Our fall trends report editorial will be hitting the site and ever-evolving designer features and promotions will keep the site alluring to those seeking au courant fashion and news," Ms. Percy said.

"Also, fans of eve's apple and Kara Ross can look to In Touch Magazine in the coming weeks for a special spotlight on a hot new trend for fall," she said.

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