



“PreppyPrincess.com” Debuts, TV Exec Changes Channels in Online Launch

Former television executive launches e-commerce site for devotees of the Preppy lifestyle. The new site offers personal accessories decorated with grosgrain ribbons, madras and seersucker fabrics. Visitors to www.PreppyPrincess.com also will find a wide selection of original design placemats, napkins, pillows, towels and more.

Okemos, MI, October 03, 2008 --(PR.com)-- Former television executive Susan E. Kelley is a witness to history. Through all the major news events of the past two decades she had an idea taking shape. Now that idea is revealed in the launch of the ecommerce site www.PreppyPrincess.com.

“The Preppy Princess™ is an homage to all things preppy,” said Detroit native Susan E. Kelley. “We have a passion for pink and green and our products reflect this. Our exclusive placemats and napkins are made from madras, seersucker and other signature Preppy fabrics.”

Susan E. Kelley extols the versatility of the reversible placemats and napkins. “They are made in the USA and are 100% cotton. These are exceptional, upscale items providing great value to our customers. They can get two looks for the price of one.”

Guest towels and bath sets are trimmed with grosgrain ribbons using iconic Preppy images. The towels are ideal for monogramming; the exclusive designs also make great gifts with personalization included at no additional charge.

“We also offer pillows that are distinctive,” adds Susan E. Kelley. “They are designed for The Preppy Princess™ and add the finishing touch to your Preppy home decorating.”

Susan E. Kelley puts a high priority on finding items that are domestically produced. Upscale paper goods manufacturer Boatman Geller, glass jewelry artist Kristin Perkins and accessories designer Candi Belts are featured brands. Perkins and Candi Belts are Michigan-based companies.

“The grosgrain ribbon design on the belts, flip-flops and dog collars from Candi Belts are the most distinctive I've ever seen,” said Susan E. Kelley. “That's why we're so happy to offer them on our site.”

Visitors will also find children's backpacks and lunch bags that can be personalized. Tote bags in a variety of different styles are also available on the site.

About The Preppy Princess, LLC: The Preppy Princess™ is an online boutique carrying exclusive personal and home accessories in classic motifs that Preppies everywhere will recognize and covet. Their creative designs in seersucker, custom-made madras fabrics and grosgrain ribbons are setting new standards in Preppy style.

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