



## **Ooh La Luxe! Boutique Brings Celebrity Clothing Lines to Bakersfield**

*New fashion boutique Ooh La Luxe! opens at 9510 Flushing Quail Rd, inside Envy Salon in Rosedale. The designer clothing store, run by Ridgeview High and FIDM graduate Kimberly Lawson, carries exclusive brands that are celebrity favorites.*

Bakersfield, CA, November 12, 2009 --([PR.com](http://PR.com))-- Bringing just a little more style to the Rosedale area, Ooh La Luxe! fashion boutique opens its doors with celebrity-endorsed labels and a range of merchandise that includes cocktail dresses, tops, handbags, scarves and lounge wear.

Located inside Envy Salon on Flushing Quail Rd, the Ooh La Luxe! aesthetic focuses on fashion forward trends done in a tailored style. The well-edited assortment includes brand names that are coveted by Hollywood celebrities, such as Linea Pelle handbags, Gypsy 05 casual wear, Voom by Joy Han cocktail dresses, Onna Ehrlich clutches and Love Quotes Scarves.

Ooh La Luxe! is the exclusive retailer of many of these labels, including Plastic Island, a Japanese brand with a strong European sense of design and tailoring. On the other hand, lines like Voom and Vava add a bit of spunk and quirk to the range, while upholding the same level of quality. And for a bit of comfort, Gypsy 05 hoodies and sweatpants, as seen on Miley Cyrus, will keep fashionista's stylish and cozy.

On the accessories side, Ooh La Luxe! carries Love Quotes Scarves, which have been seen slung around the necks of the who's-who of Hollywood starlets; Hilary Duff, Lauren Conrad and Rachel Bilson have been photographed several times in the scarves. Similarly, Linea Pelle Handbags is a celebrity magnet in its own right, with its Dylan line grabbing features in numerous magazines, as well as tabloid photos of celebrities like Desperate Housewives star Marcia Cross, and High School Musical stars Ashley Tisdale and Vanessa Anne Hudgens.

Kimberly Lawson, the owner of Ooh La Luxe!, started her clothing business online in May of 2008 and plans to continue her successful online shop, OohLaLuxe.com alongside the new brick and mortar location. Lawson attended Ridgeview High School and is also a graduate of the Fashion Institute of Design & Merchandising in Los Angeles, a school that is known for its recent stint on Project Runway and its high-profile alumni, including designer Monique Lhuillier and MTV's Lauren Conrad. "I couldn't be more excited about bringing my eye for style and some of my favorite brands to Bakersfield," Lawson says about her lifelong dream. Her online shop has been featured in numerous media outlets, including international fashion magazine DuJour.

Ooh La Luxe! is located at 9510 Flushing Quail Rd, Bakersfield, CA 93312-2672, inside Envy Salon. For more information contact Kimberly at 661 717 0346, email [kimberly@oohlaluxe.com](mailto:kimberly@oohlaluxe.com) or visit <http://www.oohlaluxe.com>.

###



**Contact Information:**

Ooh La Luxe!  
Kimberly Lawson  
661 717 0346  
kimberly@oohlaluxe.com  
<http://oohlaluxe.com>

**Online Version of Press Release:**

You can read the online version of this press release at: <http://www.pr.com/press-release/192537>