



## **GirlMogul Launches New Website: Home of the GirlMoguls - Four Girls Who Dream Big and Can Do Anything**

*GirlMogul (www.girlmogul.com) is proud to announce the launch of its website, www.girlmogul.com, home of the GirlMoguls. The GirlMogul site features the GirlMogul apparel line – a line of clothing with positive messages for girls (of all ages).*

Annandale, NJ, June 29, 2007 --(PR.com)-- GirlMogul ([www.girlmogul.com](http://www.girlmogul.com)) is proud to announce the launch of its website, [www.girlmogul.com](http://www.girlmogul.com), home of the GirlMoguls. Who are the GirlMoguls? The GirlMoguls (Rose, Lily, Poppy and Daisy) are four girls who dream big and can do anything.

The GirlMogul site features the GirlMogul apparel line - a line of clothing with positive messages for girls (of all ages). Themes include “Future Rocket Scientist”, “Future Brain Surgeon” and “Future Leader of the Free World.” All four GirlMoguls are featured. Clothing comes in girls, adult, and infant sizes - because it's never too early (or late) to dream big.

The GirlMoguls were conceived by Andrea Stein, founder of GirlMogul. “While clothes shopping for my infant daughter, I found endless clothes designed with 'future princess' or 'cutie-pie' messages - seeming to suggest that little girls are all about image, not substance. With that, GirlMogul was born. GirlMogul aims to encourage girls' imagination, ambition and creativity through characters girls can identify with.” The GirlMoguls have distinct identities, but united ambitions.

The GirlMogul site also functions as a resource and online community to encourage and inspire girls to dream big. Features include the GirlMogul of the month and GirlMogul in the Act, honoring real life GirlMoguls.

“I am thrilled by this opportunity to bring the GirlMoguls to the world. Together we can provide our daughters with the positive role models, self esteem and confidence to enable self expression and lifelong achievement,” says Stein.

To learn more about the GirlMoguls and see their exclusive line of merchandise, please log onto [www.girlmogul.com](http://www.girlmogul.com).

### About GirlMogul

GirlMogul was founded in 2007 by Andrea Stein, a new mother looking for clothes carrying positive, empowering messages for her daughter. Wanting to start her daughter off on the right foot, Andrea developed a line of children and infant clothing featuring the inspiring GirlMoguls, four girls who dream big and can do anything.

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