

Boutique 1 hosts Project D London launch with...

/EINPresswire.com/ UK (submitpressrelease123.com - press release) Leading online designer fashion retailer Boutique1.com recently hosted an exclusive event to celebrate the launch of Project D London with designer duo and best friends, Dannii Minogue and Tabitha Somerset-Webb, at the Boutique1 store in the Fashion Dome at Mall of the Emirates.

The event was attended by Boutique1's VIP clients and members of the press who met with the designers during the soirée. Guests were able to shop and explore the coveted glamorous and feminine Autumn/Winter 2012 pieces which ranged from delicate figure flattering Mazarine maxi dresses to show-stopping evening gowns, and the brand's signature day-to-night dresses, available in vintage prints, embroidery and sequined styles.

The [Boutique 1](#) store was transformed with a dazzling Project D display and guests were treated to cupcakes from London favourite The Hummingbird Bakery and a special selection of juices from Detox Delight.

Project D is the latest fashion venture of its two proponents, who recognised their common love for fashion over a chat by the River Thames, and was born that same evening when both sketched their all-time favourite dresses and shared memories of their favourite designers of all times.

Their philosophy is shared by the team at Boutique1, whose Fahad Siddiqui of Boutique 1, said: "Both Dannii and Tabitha have an instinct for identifying fashions and shapes which have stood the test of time, and this has helped them realise their passion for devising clothes which combine the latest fabrics and technology with the classic elements of those timeless designs.

"We were hugely privileged to host their high-profile launch event, as we feel sure that it will mark the arrival of a fashion name which encapsulates a vision of stylish femininity which will garner a big following among those who believe that the greatest looks in fashion don't age, but are merely enhanced as more people come to appreciate their truly classic nature."

ENDS

About Boutique1

Boutique 1 is the ultimate fashion and lifestyle destination in the Middle East, housing some of

the world's most coveted designers from around the globe. The Boutique 1 brand is renowned for personalised service, exclusivity & luxury, as well as for its pioneering spirit. Since its naissance five years ago, Boutique 1 now has four flagship stores. The Dubai stores are located within the attractive fashion hubs of the city: The Walk at Jumeirah Beach Residence, Mirdif City Centre, the Mall of the Emirates and the Beirut store is located in Beirut's Central District on Park Avenue. The stores attract the most discerning shopper with their unique and edited collections from world renowned designers, such as [Elie Saab clothing](#), and enable shoppers to [browse Azzedine Alaia clothing](#).

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