



Stylish Musings for Boutique Lovers

designer spotlight: Myolee

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March 10, 2010

i know, i know. it's barely spring and we're already speaking Fall in the Fashion world! a little crazy, i know....but i couldn't resist showcasing the gorgeousness that is [Myolee](#). everyone loves a great sweater – but Myolee truly takes it to the next level. the colors! the details! the fine fabrics! and did i mention the details? they are my favorite aspect of this collection.

it's a bit retro, kinda whimsical, mostly sophisticated line of beautiful knits from designer Winnie Lee in London. i always loved to find interesting and truly creative lines that weren't so easily found in every boutique. perhaps you will be one of the lucky ones to snatch up this stylish line in your city!

here are some sneak peeks at their **Fall/Winter 2010 collection**...

loving that the bestselling **Issy Sweater** will be making another appearance:

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the **Nadine sweater** looks to be perfection with a pair of dark, skinny jeans and mustard patent heels:



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- little tipsy
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- 2010
- 2009

oh **Valentine!** look are your pretty back! lacy and very sexy to boot!



and finally – **Siobhan**, your backless wonder with lace tie makes quite an exit....



Retailers: [contact Myolee now](#) to place your orders! order **deadline is March 31**. Minimum is **10 peices** – which means you can sample a few styles. w/s prices range from **\$42 – \$112**

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ETSY SHOP

e's merchandising mc

2009	Delivery:	
Description	Status	Family
Bestseller		
Bestseller		
Open to Buy		
Open to Buy		
Open to Buy		
double breasted	Item	classic
mini party dress w/ flourc	Item	classic
2 tone mock w/ waist	basic	bright

Custom Forms for Bo...
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	January	February	March
Income	24,000	24,000	40,000
TOTAL SALES	24,000	24,000	60,000
Cost of Goods Sold	1,000	1,000	1,000
TOTAL COST	1,000	1,000	1,000
GROSS PROFIT	23,000	23,000	59,000

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USD, which i think is pretty amazing for the fashion-forward quality of the collection (none of the above photos are more than \$60!)

Shoppers: you can buy Myolee right now at the lovely online boutique, [Stars and Infinite Darkness](#). Special bonus – there's a pretty awesome sale going on right now!

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