

FOR IMMEDIATE RELEASE

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KATIE RENWICK LAUNCHES NEW COMPANY

Blue for Boys has been set-up to provide a wide selection of individual and stylish clothing for boys, from newborn to aged 8, to mums who haven't the time to spend ages shopping or trawling the internet to find decent clothes for their boys.

Waresley, Cambridgeshire, Katie Renwick today announced the launch of her cutting edge e-commerce site - Blue for Boys - a company specifically aimed at addressing the lack of individual and stylish clothes for boys from newborn to aged 8.

Fashioned from the belief that most retail outlets and website companies cater predominantly for girls rather than boys Katie and her team have focused on drawing together a unique collection of boys clothing that gives style, individuality, durability and quality. Blue for Boys has forged supplier relationships with a select number of brands, including Hatley, a Canadian brand renowned for its inspirational nature designs and offer fabulous bedwear, babywear and rainwear, Tea Collection, an American brand renowned for their internationally inspired designs, Mini Vanilla, a much loved British brand and Girandola, a Portuguese brand who offer a full range of stylish, bright and highly wearable clothes for all ages.

Based on the Cambridgeshire/Bedfordshire borders Blue for Boys operates from a farm complex where there is a series of store-rooms and a small show-room. It prides itself on the personal touch and visitors, clients and customers are welcomed with a cup of coffee, catalogue and personal shopper experience.

Katie Renwick said *"Why is it that most of the high street stores give over 75% of their floorspace to girls clothing? Trying to dress our two boys in clothes that are stylish and individual has been a real battle so Blue for Boys has really been created out of selfishness – it makes it so easy to dress them in colourful, wearable clothing now that all I have to do is pop into the store-room! It also means that we only stock what is popular with boys and what works for me as a mum!"*

Blue for Boys places enormous importance on customer feedback and it's very first customer commented *"The wonderful pyjamas have arrived and will definitely make my little boy very happy on Christmas Eve. (New pyjamas on Christmas Eve have become a sort of tradition in our house!). I was really impressed with the service your company provided – great communications and a really fast delivery, I'll be using you again for sure. Thank you and have a fantastic Christmas."*

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---NOTES FOR EDITORS---

Blue for Boys brings together a unique collection of stylish and individual clothes for boys from newborn to aged 8. It will offer these via the internet and at trade, country and fashion shows and is backed by a wealth of experience from commercial management, high street / online retail and technology.

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