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PRESS RELEASE

HEMEL HEMPSTEAD, UK

Froxy Lady, the independent retailer from Hertfordshire announced this week that their dresses were used in the filming of Channel 5 series "Asbo Teen to Beauty Queen" in conjunction with North One Television. Froxy Lady and their dresses were featured in 2 out of the 6 programmes, supplying 12 dresses in total

This is the third time that Froxy Lady dresses have appeared on mainstream UK and USA Television since owners Elaine and Stephen White took over the business in 2003. Dresses were used for the BBC "Living It" series as well as ITV2's "Richard Bransons' The Rebel Billionaire" which was first shown on Fox TV, USA

Since 2003, Froxy Lady has gone through a total rebranding and re-launch exercise complete with a new-look, art-deco style logo (which has recently received its' registered trademark) as well as a new website which this year is receiving, on average, around 600,000 hits per month

During 2005, Froxy Lady were approached by the Miss England Competition to collaborate with regional and national events, culminating in them being the main wardrobe sponsor to Miss England 2005 for her trip to China for the Miss World competition. Unnur Birna Vilhjaldsdottir, Miss World 2005 also visited the shop to discuss a deal for her to wear four Froxy Lady dresses per month during her reign

Miss England wore a Froxy Lady dress to the prestigious Grand Prix Ball, held each year at Stowe House in Buckingham on the Friday night prior to the Silverstone Grand Prix

The 2007 beauty pageant heat for Miss Photographic was held at the Clothes Show Live 2006, NEC Birmingham, UK where dresses on the catwalk were supplied by Froxy Lady

Local and national charities such as Cancer Research UK, Crimestoppers and The Rainbow Trust benefit from collaborations with Froxy Lady by receiving a percentage of sales achieved from ladies who either hire or buy an outfit when attending related events

Elaine and Stephen said " We plan to expand the Froxy Lady brand right across the UK over the next 3 to 5 years and have also received interest from overseas regarding our brand and business format "

Froxy Lady is one of the UK's leading independent retailers, specialising in ladies special occasion wear with over 500 outfits in stock for hire or sale. The range from leading designers such as Jovani and Mon-Cheri includes outfits for prom, graduation, cruise, evening, cocktail, celebrity red carpet, mother of the bride / groom, bridesmaid, flowergirl as well as Rainbow shoes, J Valas couture shoes, feathers and jewellery

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<http://www.five.tv/factsheets/ASBOteen/>

http://en.wikipedia.org/wiki/ASBO_Teen_to_Beauty_Queen

<http://www.missenglandwinner.co.uk/ME2006/sponsors.html>



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