



Warbasse Media combines multiple marketing strategies to help San Diego Fashion Boutique thrive online

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Warbasse Media combines traditional press coverage with innovative web strategies to increase online sales and visibility for Cardiff based L.A. Fairchild Boutique.

PR9.NET September 12, 2005 - Santa Monica, CA - September 12, 2005 - Combine traditional press exposure in Lucky Magazine with an e-password to gain 25% off any online purchase and support the customer relationship with e-marketing materials such as news-blasts and special offers. The result is an expanding group of loyal online customers that look forward to L.A. Fairchild's monthly fashion tips as well as the discounts that are included.

"It's about taking an active approach to communicating with customers online," said Philip Warbasse, President/CEO - Warbasse Media. "By combining multiple marketing strategies we keep L.A. Fairchild's customers up to date on the latest trends and are able to offer VIP discounts as well as encourage feedback which helps continue to make L.A. Fairchild 'the place' to buy designer fashions in the San Diego area. That's what good business relationships are all about, whether they are face-to-face or online," said Warbasse.

L.A. Fairchild, described as a fresh and welcome addition to the Southern California fashion venue, has been featured in magazines such as Ranch & Coast, Riviera, San Diego Home and Garden and 944 Magazine*. Customers flock to the boutique in Cardiff as well as the online store because of the personal attention they have come to expect from Laura Fairchild and her dedicated assistants. "The personal attention is what they love, and that's what we are passionate about," said Laura Fairchild, Owner - L.A. Fairchild.

Warbasse Media is now preparing to design the next phase of L.A. Fairchild's web presence to include a full online denim bar that will allow shoppers on the web to view the latest styles and washes from designers such as True Religion, AG, Big Star, Hudson and many others. The new online denim bar will also offer cross-sell and up-sell opportunities allowing shoppers to accessorize and add to their purchases. Look for the L.A. Fairchild online denim bar to go-live in October, 2005.

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About L.A. Fairchild

L.A. Fairchild - A Women's and Men's clothing boutique features hip designer clothes, jeans, shoes, purses, swimwear and accessories, located near Highway One, north of San Diego in Cardiff By The Sea. You'll find AG, Hudson, True Religion, Cosabella, Splendid, Ella Moss, and many more brands. Please visit <http://www.lafairchild.com> or call 760.487.1277. *Traditional Public Relations for L.A. Fairchild provided by MML, Inc.

About Warbasse Design

At Warbasse Design, our core objective is to help our clients become better known and better understood through the development and deployment of robust online services and media public relations. Founded in 2000 by Philip Warbasse, today our team of designers, developers, illustrators and creative professionals help businesses with varying goals and budgets leverage their investment on the world wide web and various media outlets by creating a holistic approach to their web design, public relations and marketing requirements. For additional information relating online or media PR, visit www.warbassedesign.com, email Katie Doling-Bastianelli at katie@bonovoxpr.com or call 310.883.4258.

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