

## Trend Setting Menswear Line Foppish Launches Online Boutique

*Foppish uses the internet to bring the collection to consumers worldwide.*

**Nov. 8, 2007** - [PRLog](#) -- Today the ability for fashion designers to reach consumers in the global market is limitless thanks to broadband technology. Once considered taboo in the fashion community the past few years have seen a seismic boom in the launch of online boutiques. Across the board from mid-level to high-end, designers are making it possible to purchase clothing from the comfort of home. Today Toronto based menswear line Foppish opens the doors to its first boutique exclusively available online.

Foppish was created for the man that embodies the confidence, culture, and style it takes to dare to push the urban fashion envelope. The brand embodies the spirit of freedom, individuality, style, and great taste. Founded by the Canadian born designer and entrepreneur Jina Petit-Homme, the collection embraces a brazen color pallet, distinct pattern combinations, and innovative tailoring. Ever transitioning culturally influenced, and fashion savvy the collection of outerwear, denim, oxfords, and accessories is the answer to mundane urban apparel. Foppish is for the man who lets his fashion sense march to beat of a different drum.

The online boutique features a variety of silk shirts, wool and leather blends, and amazing denim collections. To be a part of the Foppish world check out the boutique at <http://foppish.bigcartel.com/>.

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