

Petite Fleur Designs Expands Availability of Children's Accessories with Online Boutique

Petitefleurdesigns.com offers elegant, handcrafted hair bows, headbands, flower hair clips, baby and toddler hats, girl signature bling shirts and more at a value.

June 11, 2008 - [PRLog](#) -- Petite Fleur Designs, which creates elegant handcrafted hair bows, headbands, flower hair clips, baby and toddler hats, girl signature vintage shirts and more, has announced the launch of its online boutique, www.petitefleurdesigns.com. Offering a selection of more than 100 pieces of merchandise, the new Web site expands Petite Fleur Designs' presence to the national scene.

Petite Fleur Designs makes original children's accessories and clothing for boys and girls from newborn to 6 years old. Laura Gendron started the business in 2004 crafting bow holders and hats which she sold direct to consumers, but quickly expanded the line of products to meet the requests of her customers. Today, her creations are sold through specialty stores in Fresno and California's central coast, as well as 20 online retail boutiques. Retail and wholesale are available nationwide.

"When I started this business four years ago, my goal was to create affordable, fashionable children's accessories," said Laura Gendron, founder of Petite Fleur Designs. "It's that mission that has allowed the business to flourish to a national market."

With her background in fashion merchandising, Gendron designs every product sold by Petite Fleur Designs and insists on using the finest materials including 100 percent soft cotton, pure silk flowers, genuine vintage embellishments and Swarovski crystals. Some of her hat and shirt designs are made with organic cottons that are hypoallergenic. Prices start at \$4 for hair bows, \$15 for hats and \$25 for apparel.

"The majority of my designs are inspired by current fashion trends," says Gendron, who selects many of her materials from New York wholesalers that import from France. "The designs change with the seasons, but they always tie into fashions that are relevant."

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About Petite Fleur Designs: Petite Fleur Designs was created when Laura's twins were born. She called her daughter little flower and her husband is french, this is how Petite Fleur Designs was born. Laura has a background in fashion merchandising and sales, this is how she is able to design and sell her own creations. Laura handcrafts boutique hair bows, flower hair clips, headbands, baby and toddler hats. She uses only the finest ribbons, silk flowers and rhinestones for her designs.

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