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Business Journal

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Boutique de Voile expands product line, launches fragrance

Boutique de Voile, the brand behind custom-made wedding veils, tiaras, headpieces and hair jewelry, has expanded its line to include **Anja's Dream**, the first child-safe fragrance exclusively for little girls.

The fragrance is through the com-



Anja's Dream, a delicate fragrance for little girls from Boutique de Voile, is alcohol-free and dispensed sparingly through a petite roll-on bottle.

pany's youth division, which includes Anja's Dream custom communion headpieces and veils. This is the first fragrance from the company that designer Robin Mayer started in 2001.

Anja's Dream will retail for \$45 (wholesale \$19.50), comes with a free bracelet and will be available at high-end special occasion boutiques starting in January as well as online at www.zone4kids.com. There is not a minimum order requirement. However retailers who order three pieces get a free sample for their stores.

"Communion season is a very busy season for specialty children's shops as people are always looking for a memorable keepsake gift for little girls," Mayer said. "We also offer a flower girl set for brides seeking the perfect gift for the youngest members of their bridal party."

For more information, visit www.boutiquedevoile.com or call 800-340-3200.