

NEWS RELEASE - For Immediate Release

Contact: James C. Barfield
Barfield's Boutique Online
(316) 990-0913
Info@Barfields-Boutique.com



Barfield's Boutique Launches a New Designer Women's Fashion E-Commerce Website

Wichita, Kansas, May 17, 2010 --- Barfield's Boutique, a long-standing Wichita women's fashion retailer, has launched a new, full-service e-commerce website, Barfield's Boutique Online (**www.Barfields-Boutique.com**). James Barfield, son of founder Theresa Barfield, franchised the business in September of 2009 and has created a superlative online shopping experience that will bring Barfield's Boutique to women across the country. Barfield's Boutique Online carries designs by JSong, Donna Vinci, Moshita, Terramina, BenMarc, Stacy Adams, Odeliah Denim, St.Julian Hats and many more.

To celebrate the launch of this new phase in business, Barfield's Boutique Online (**www.Barfields-Boutique.com**) is offering the first 100 customers 20% off their entire online purchase. Shoppers can receive the discount by entering the code PR2010 at checkout.

"My mom [Theresa Barfield], was excited when I decided to franchise the business. Barfield's has been locally established for more than 20 years and it is time to evolve the family business. I am excited to bring women across the country access to sophisticated fashions as I continue to bring in new designers and launch my own line," entrepreneur James Barfield stated.

Although James Barfield is experienced selling women's designer fashions, he consulted experts in the field when it was time to branch out into e-commerce. "James Barfield is an inspiring young businessman who works magically with fashion and the Internet to create great shopping experiences for customers through his online store **www.Barfields-Boutique.com**," said Way Zen, Editor of Way Magazine.

"When he first started his online store he wrote to Way Magazine for advice. James has not only enthusiastically learned from experts such as Georgia Lee (Director of Ivy Hall, SCAD Atlanta), Holly Haber (Women's Wear Daily), and Renee Palmer (Managing Partner of Pink Rat) and used their advice to perfect his website but has worked diligently with suppliers to ensure high product quality and prompt delivery for his customers."

In addition to a wide range of designer fashions, Barfield's Boutique Online is proud to offer clothing and accessories to women of all sizes ranging from petite to full-figured. Barfield's Boutique Online carries sizes 4-34. Barfield's specializes in suits, dresses, hats, jackets, and other sophisticated apparel. Many lines, including items by JSong and Susanna are exclusive to Barfield's Boutique.

The new Barfield's Boutique Online utilizes top-of-the-line e-commerce technology to make it easy for shoppers to create personalized shopping accounts, access exclusive online specials, create and view detailed customer product reviews, and receive notification about popular designers and a "deal of the week". New York City design firm IGenii Web Design worked with Mr. Barfield to create website.

“Barfield’s new online store has the right idea: it’s easy to navigate and the photo enlargements give the customer such a detailed view of each outfit, you can almost feel the fabric,” said Renee Palmer, owner of Pink Rat, a web development company tailored toward fashion and beauty businesses.

Barfield’s Boutique Online supports women of diversity and is pursuing partnerships with several non-profit organizations dedicated to promoting women’s issues. A fashion show is planned for mid-summer 2010 that will showcase new styles exclusive to Barfield’s website and benefit one or more charities. Barfield’s Boutique Online offers discounts to church organizations, sororities, and women’s groups.

About Barfield’s Boutique:

Barfield’s Boutique was established in 1983 by Theresa Barfield. For more than 20 years, the Barfields have brought the latest designer fashions and accessories to women of all sizes. Barfield’s Boutique is a Christian-owned store that aims to provide a pleasant, leisurely shopping experience and prides themselves on treating each shopper personally. The original Barfield’s Boutique is at 1907 E. 21st St., Wichita, KS. Shop online at www.Barfields-Boutique.com.

###



*(Above) By Susanna (Left) By JSong,
both exclusive to Barfield’s Boutique.
www.BarfieldsBoutique.com*