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LOOKIE LOU, A LOVE FEST IN FASHION LAUNCHES TODAY!
Peek online www.lookielou.com

CHICAGO, IL (August 8, 2014) –Slip in with the ease of a zipper, a peep-toe and plenty of cutouts. The **Lookie Lou** love fest starts today with a daring new fashion site for the not so shy—with a not so fast fashion approach. (And that’s just a glimpse of the chic heels by Arden Wohl.)

The seductively refreshing online boutique at www.lookielou.com is looking to put fashion’s most carefully curated collections on an exciting trip down the vegan (e-tail) aisle. For Ray and Laura Sjolseth, the duo behind Lookie Lou, their hip California lifestyle and love of all things vegan just naturally flowed into a fashion company where simple and sophisticated meet a little of the unexpected.

“I’m a Californian at heart with a love for sunny times and a passion for the vegan lifestyle,” says Laura Sjolseth. “Cruelty-free fashion is everywhere you look in the U.S., Europe and beyond, and Lookie Lou embodies a lifestyle that hints at chic and sexy from designers who hail from all parts of the world. We want to peel back the layers and expose a material that is quite sexy and body conscious and feel good. I love that.”

Lookie Lou fashion may be for lounging in luxe looks, but relaxed shapes and revealing lines come in fabrics that are everything but carefree. In a bold move to redefine lingerie, swim and footwear choices that can push the fashion limits, Lookie Lou’s new “Look At Me” designer brands make a statement as much about fashion as about the planet we embrace to strut our stuff.

The online women’s boutique not only cares about high fashion, luxury and comfort, but about the impact the products have as well. The products for sale are designed with broader social and environmental goals in mind. Some help empower disadvantaged communities; some are composed of recycled or sustainable materials; and some are manufactured in the United States.

The stylishly fashionable vegan start-up launches an e-tail site this week, featuring the latest fashions from what it deems to be the most vegan friendly, cruelty-free of emerging designers. There’s vegan Between The Sheets bralettes and organic Brook There panties to cruelty-free Reneu shoes and eco-friendly Odina swimwear.

The designers include Arden Wohl, Cri de Coeur, Between the Sheets, Brook There, Charmoné, Neuaura, Odina, Olsenhaus, Reneu by Neuaura, Roni Kantor, and Siamese Dream.

The selection of merchandise is divided into separate categories for shoes, lingerie and swimwear. Prices range from cost-friendly to high-end luxury. The site will have custom size charts to run with each designer for customer ease of use and shoes will be listed in U.S., U.K. and European sizing.

“Our flattering styles can make any woman feel sexy,” says Sjolseth, who states that ethical fashion is at the centerpiece of her offering, but like her Lookie Lou-style friends, sexy, feminine appeal whether lounging or living it up, is also essential. “This is just the beginning. Vegan outerwear will roll out within the next few months, and we’re adding more designers constantly.”

The Lookie Lou love fest has just begun. For more information about Lookie Lou, please visit the website www.lookielou.com, call (847) 943-3999 or e-mail info@lookielou.com. Lookie Lou is also on Facebook at www.facebook.com/lookielouboutique.

Editor's note: Images are available upon request. For the looks from Lookie Lou, please contact Ann Higby at ahigby@stealthcreative.com.

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Lookie Lou was started in 2014 by a husband and wife team, Ray and Laura Sjolseth. Both vegans, they wanted to provide a carefully curated collection of luxurious cruelty-free shoes, eco-friendly swimwear, and ethical lingerie. All of the products offered on www.lookielou.com are vegan, meaning they are completely free of animal products and by-products. Most products have also been designed with broader social and environmental goals in mind. The Lookie Lou Chicago office is located at 1872 Johns Drive in Glenview, Ill. For more information about Lookie Lou, please visit www.lookielou.com or go on Facebook at www.facebook.com/lookielouboutique.