

Alley Rose Lingerie Introduces Eberjey Shell Belle Couture in Fall Collection

Written by Australian Business

PHOENIX, AZ, October 03, 2013 **/24-7PressRelease/** -- Alley Rose Lingerie LLC continues to fulfill their promise to bring a unique variety of styles to their clients with their new partnerships with Eberjey Intimates and Shell Belle Couture.

Eberjey, known for their boyshorts, thongs, bralets, and camisoles, along with pajamas and loungewear was born from the belief that the layer worn next to the heart should express happiness, love and confidence - all the things that make a woman truly beautiful. Liza Noland, Alley Rose Lingerie CEO says, "We resisted bras and panties at first, but when we saw the Eberjey line, we knew our clients would adore the sexy styles, the romantic colors and the cuddly fit."

Shell Belle Couture, created by British designer Michelle Blenkinsopp, is a luxury, lifestyle brand exquisitely produced for the most selective lingerie connoisseurs. Shell Belle's brand philosophy is to create the most beautiful, intricate & elegant heirloom pieces featuring vintage-styled lingerie, slip dresses, & gowns designed using only the most precious silks & lace. "We are delighted that Alley Rose has chosen to become a stockist of our beautiful Shell Belle Couture brand," says Blenkinsopp. "We are sure that their lingerie-loving clientele will adore our vintage inspired heirloom pieces."

According to Noland, "...by adding Eberjey and Shell Belle, our collection is more well-rounded. There are now pieces you can wear every day and some so special you may only wear them once...but you'll love them forever."

Alley Rose Lingerie Club, a division of Alley Rose Lingerie LLC, is an online, intimate product boutique that hand-selects designer lingerie for our clients through an exclusive, personalized relationship based on their unique Lingerie Style - Naughty, Romantic, Comfy or Impulsive. High-end role play, holiday costumes, lingerie for men and intimate toys are also offered in our collection. Our mission is to reignite the passion in relationships and encourage self-confidence and positive self-image through a personalized, discreet relationship with our clients. Alley Rose Lingerie Club: A Look For All Affairs...