

Plum Pretty Sugar Announces Breast Cancer Awareness Campaign

Written by Australian Business

LOS ANGELES, CA, October 06, 2013 **/24-7PressRelease/** -- The campaign consists of a promotion and a donation: Purchase any item in Pink Love Poppy and receive free shipping for their entire order. A 10% purchase donation will also be made to Susan G. Komen for the Cure Foundation. Pink Love Poppy is one of Plum Pretty Sugar's prints in the signature collection. It can be found in tops, bottoms, dresses, belts, headbands, as well as Plum Pretty Sugar robes.

"Supporting Breast Cancer Awareness and Susan G. Komen for the Cure was a natural cause for us. Our Plum Pretty Sugar products are meant to help make women feel beautiful and at ease," says Founder and Creative Director, Charlotte Hale. <http://>

In 2009, Charlotte Hale founded Plum Pretty Sugar, a line of apparel, accessories and home decor products inspired by a romantic, relaxed lifestyle.

Plum Pretty Sugar's collection of clothing and accessories features flattering silhouettes created from soft, comfortable fabrics in feminine patterns and colors. Plum Pretty Sugar believes feeling pretty while getting ready is just as meaningful as the final look.

Plum Pretty Sugar products, made using cotton voile and Habutai silk, are priced from \$18 to \$158, and are available for retail at <http://www.PlumPrettySugar.com>. For interviews or high-resolution images, please contact Plum Pretty Sugar's concierge service: concierge { @ } PlumPrettySugar.com.

Founded by Charlotte Hale in 2009, Plum Pretty Sugar Loungerie offers apparel, accessories and home decor products that inspire a cozy, romantic lifestyle. The line features beautiful silhouettes in whisper-soft fabrics in enchanting patterns and garden-inspired palettes. Plum Pretty Sugar evokes a distinctively feminine, laid-back freshness that encourages an effortless and relaxed way of living. For more information, please visit <http://www.PlumPrettySugar.com>.