



Newsletter Fall 2009

Welcome to the first ever Sheltini newsletter!
We have some very exciting news to announce so let us begin....

Stores:

Firstly, after numerous demands about where you can get your hands on one (or more!) of our fabulous Sheltini slips, hip hop tops and paparazzi protectors, we are thrilled to be able to tell you we are now available in the following stores across the country!

ALABAMA

For all those beautiful Southern belles out there, you can find the Sheltini line in Homewood's beautiful boutique **Theadora**. Come on girls, let's bring our renowned Southern elegance back to the forefront of our wardrobe. It's about time the beautiful South gave back to the world of fashion!

CALIFORNIA

For you So-Cal girls, you can wind your way up the PCH the ocean breeze blowing your locks, and browse through the favorite celeb haunts that are **Planet Blue Malibu** and **Planet Blue Venice** (<http://www.shopplanetblue.com>). Further up the PCH in Santa Barbara, you can find Sheltini slips in what is perhaps the city's most stylish boutique, **Dressed/Ready** (<http://www.dressedonline.com>). If the OC is more your scene, then head straight to **Mi Place**

(<http://www.miplaceboutique.com>) -both Laguna and Newport locations and you can emerge with the most coveted item that even 'OC' locals Summer and Marissa are vying for! For you partying Hollywoodites, we are in the vintage treasure chest that is **The Way We Wore** (<http://www.thewaywewore.com>), and Rachel Zoe's favourite, Decades Two (<http://www.decadestwo.com>).

COLORADO

We can be found in the Colorado Springs luxuries of The **Broadmoor** (<http://www.broadmoor.com>)

IDAHO

Pop into the lovely **Paula's Dress Shop** to pick up your Sheltini!

ILLINOIS

We are available in the ever-stylish **Simmons's Boutique** (<http://www.simonesboutique.com>)

INDIANA

Come align yourself in your new Sheltini by visiting the wonderful Fort Wayne boutique **Symmetry** (info@symmetrystyle.com)

KENTUCKY

For the perfect compliment under your dress to the races, get your Sheltini from **Clodhoppers** in Louisville (<http://www.clodhoppers.com>).

NEBRASKA

Pop in to the style staple that can only be **Christel's** (<http://www.christelsclothing.com>) in Omaha to pick up your Sheltini.

NEW HAMPSHIRE

You can find us in the chic Portsmouth boutique that is **Linda Taylor**.

NORTH CAROLINA

In my home state of North Carolina, we are proud to be carried in the fabulous **Coplons** (Charlotte) (<http://www.coplons.com>) **IC London** (<http://www.iclondon.com>) as well as **Tally Ho** (<http://www.tallyhoclothier.com>) and **Sloan Boutique** (<http://www.shopatsloan.com>) all wonderful stores in my home towns of Charlotte and Gastonia. You will also find Sheltini in **Frock** (<http://www.befrocked.com>) in Asheville, the idyllic mountain town that I have many a good childhood memory!

SOUTH CAROLINA

We are located in **Augusta Twenty** (<http://www.augustatwenty.com>), **Coplons** (Colombia) (<http://www.coplons.com/home/>), **Pearl** and **TAZ!**

TENNESSEE

Embellish your closet by browsing through **Embellish Boutique** to find your perfect Sheltini!

TEXAS

In Dallas, we are thrilled to announce that we are carried in the magnificent **Stanley Korshak** (<http://www.stanleykorshak.com>)

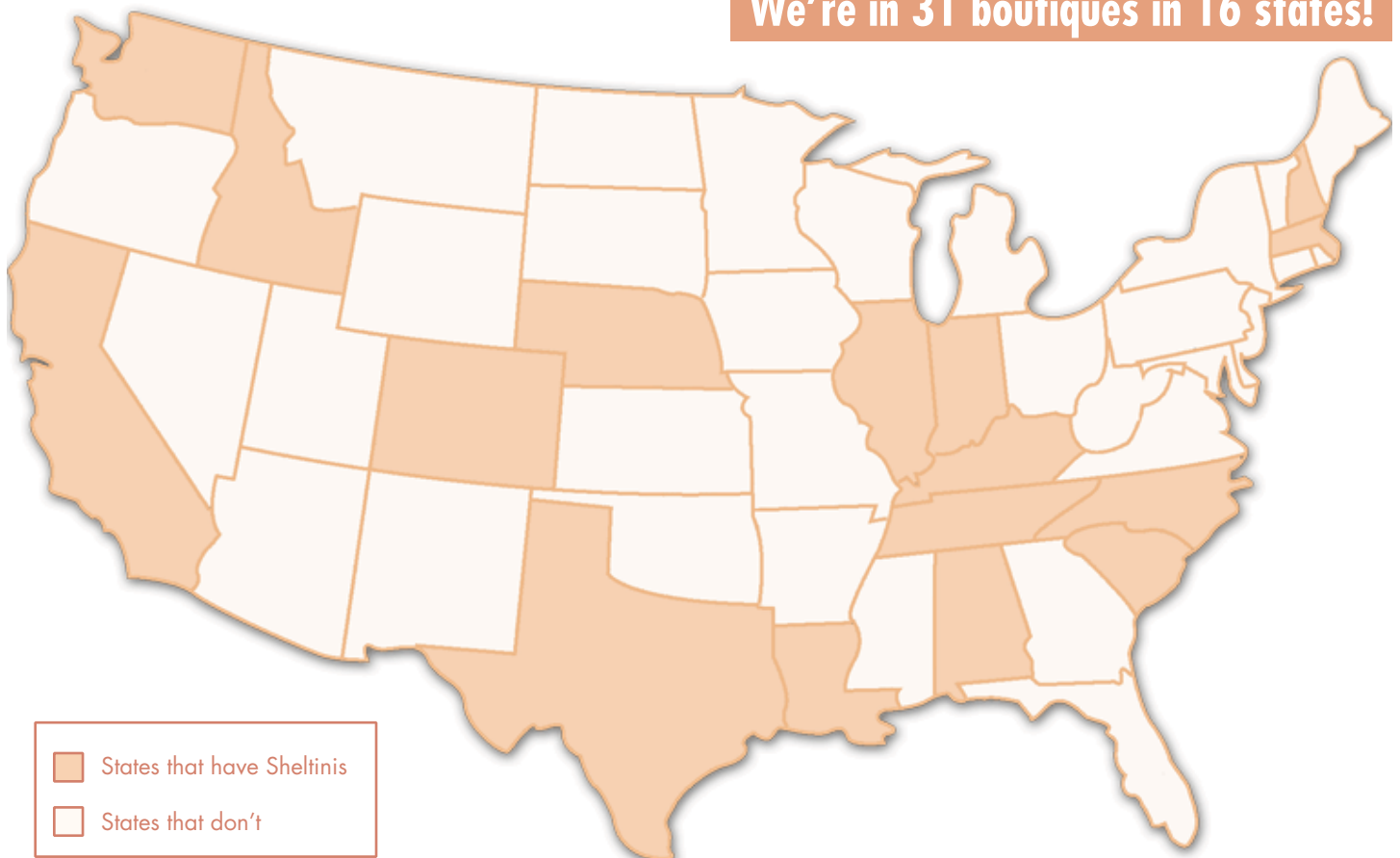
WASHINGTON

Get your cue from us and head straight to **Cues** to pick up your Sheltini!

ONLINE

Finally..... if we are not yet in a store close to you then you can also find us on <http://www.herroom.com>!

**Sheltinis are sweeping the nation!
We're in 31 boutiques in 16 states!**





Flying the flag

We are based in Venice, CA and as you will notice from the 'MADE IN USA' label in our garments, our line is now being produced locally right here in Los Angeles. Helping support our national economy and local economic infrastructure is vital to us and we are thrilled to be able to help from our own doorstep.

Mmmm... sweet news!

Mark it in your calendars! We are going to be featured on the phenomenal <http://www.DailyCandy.com> ('Everywhere' edition) on October 26th! This is very exciting news for us!.....

Red carpet!

We are thrilled to say that some lucky A list celebs in Hollywood are proudly parading their Sheltini after receiving their very own Sheltini in the recent **Primetime Emmy Award's** gift bags. **Jennifer Love Hewitt** in particular raved about the Sheltini! Watch out for upcoming photos of the celebs in their Sheltini! Eva Longoria, Jennifer Garner and Victoria Beckham are eagerly awaiting their own Sheltini's too. Watch this space!

Roll up! Roll Up!

We have garnered some fun press of late. After we had our successful trunk shows back in Charlotte and Gastonia we were featured in The Charlotte Observer and Gaston Gazette! (<http://www.sheltini.com/press.php>)

Look out for us in this month's edition of **LA Confidential** and we are excited to soon be in **Genlux Magazine!**

Lights, Camera, Action!

I am excited to announce that Sheltini was featured on TV Guide's **The Fashion Team!** This is a fantastic show that aired in March and was seen by a mere 82 million households! Aaahhhhhh! So, we had a great day filming the TV segment at Planet Blue Venice (www.shopplanetblue.com). I was interviewed by the hilarious Daphne Brogdon and although it was a shaky and nerve wracking start I hope I got into my stride!

You can view the TV Guide segment by going to the Press page on our website: <http://www.sheltini.com/press.php>

We were lucky to have a dear friend of mine, Stephanie Quayle model the Sheltini on the show. Stephanie is not only a gorgeous girl but also an amazing singer songwriter. You must visit her myspace page (<http://viewmorepics.myspace.com/index.cfm?fuseaction=viewImage&friendID=200815042&albumID=1143806&imageID=25754866#a=1143806&i=25754837>). Watch this space, Miss Quayle is going to be a huge star! Eli Jane, our beautiful Sheltini model (see her featured right here on our website!) was also there and looked as pretty as always. <http://www.elijane.com/> We love her!

A gem of a color...

We are introducing a new color to our collection, just in time for the holiday season. Check out our sumptuous new Ruby red color!

Last but not least....

We are proud to announce that we are teaming up with the delightful and amazingly talented Gordana Gelhausen (<http://www.gogabygordana.com>) from this season's addictive TV Show Project Runway! We are working with Gordana on her 2010 Spring Collection LA Fashion Week runway show at the aptly named Luxe Hotel on Rodeo Drive, Beverly Hills. Guests of this exclusive event will be mingling with our Sheltini clad models!

...More news to come soon!

xxxx

Shelton and Team, Dini



BOUTIQUE OWNERS

If you are interested in carrying any of our products in your store then please get in touch with us via e-mail: info@sheltini.com

CUSTOMERS

If you live in an area that doesn't yet carry Sheltini, please email info@sheltini.com with suggestions of stores and we will get in touch with them!

In the meantime, you can purchase Sheltini's online via our website www.sheltini.com or you may email us with specific requests.

We look forward to hearing from you!

STYLISTS/PERSONAL SHOPPERS

Whether shopping for personal clients or styling for premieres, events or editorial, the Sheltini slip is an ideal underpinning for your stylist kit. Please e-mail us at info@sheltini.com with requests.

PR/PRESS

If you would like more information about Sheltini or to speak with anyone on our team, please get in touch with us via e-mail: info@sheltini.com.