

Designer gear at low prices

Bouchic and its “pre-loved” designer sales, will be launching in Cape Town in November 2009, enabling you to recycle, make money and look good all at once.

To celebrate the launch of Bouchic and the arrival of this international fashion trend on South African shore shoppers will be able to grab a sneak preview of the sale at a gala cocktail party hosted by TV and radio celebrity, Liezel van der Westhuizen.

“I wanted stylish designer gear for myself and my children, but didn't want to pay a fortune for it. I also knew how many impulse buys were tucked into the back of my cupboard, sometimes still with the labels on,” said Shelly Pitcher, MD of Bouchic. “And so the Bouchic Pre Loved Sales were born - a way to de-clutter and recycle my unused clothes, shoes and accessories, and also stock up on great new items - all at super-affordable prices.”

The gear on sale includes shoes from Jimmy Choo, accessories from Louis Vuitton, lingerie from Agent Provocateur, jeans from True Religion and clothing from a host of other brands, at up to 80 percent off.

Details of the Bouchic Pre Loved Sale

Date: 7 to 8 November 2009

Time: 10am to 8pm

Venue: FTV Lounge, 114 Hout Street, Cape Town
(secure parking is available)

Payments: Cash, debit card or credit card

Tickets: R50 for the sale and R300 for the gala cocktail party on Friday 6 November (this gets you 10 percent off all purchases at the sale and a three-hour preview of the sale). Email tickets@bouchic.co.za to book.

But don't think jumble sale - the venue is spacious and will be stylishly laid out with convenient hanging rails and changing rooms. Complimentary champagne cocktails, foot massages, a jam-packed goodie bag, make-overs by Benefit, Lindt chocolate to nibble on, and live music are additional treats in store for you. A kiddies' area will keep the little ones entertained while you shop.

Proceeds from the ticket sales will go to Operation Bobbi Bear.