

For Immediate Release 19/04/10

Le Magazine Issue Three Every Colour of the Rainbow online now

The luxury online boutique Le Black Book is proud to announce the release of its third issue of Le Magazine.

Le Black Book was founded by Kath Purkis in 2008 and has since grown into a luxury empire that delivers customers with a complete shopping experience. Le Black Book's special features include, Le Magazine, a comprehensive online fashion and lifestyle magazine and Le TV where viewers can watch designer interviews and trend reports.

Kath's dedication to ensuring that Le Black Book is at the forefront of online stores for high-end Australian Designers has seen her previously featured in Vogue, Oyster and the Sydney Morning Herald. Her current labels include, Kirrily Johnston, Ellery, Mrs. Press, Amy Kaehne, Stretsis, Bowie, Hannah Macleod, The Last Romantic and Jacqui Alexander. Le Black Book's portfolio is constantly being updated and innovated and this AW10, Le Black Book is proud to introduce, new designers, Natalie Chapman and May.

The third issue of Le Magazine, Every Colour of the Rainbow, is a truly eclectic collection of fashion, culture and lifestyle content. It features unique fashion beauty and lifestyle editorials as well as special collaboration projects with artists. Fashion features, have been contributed by Clare Press; ex Australian Vogue Fashion Features Editor and designer/founder of Mrs. Press and international model and writer Sophie Ward.

Le Magazine in its third issue introduces contributors from all over the world who have participated in street style, style profiles and special features. Le Magazine is also proud to unveil the first Exclusive Custom Design for Le Black Book, designed by Natalia De Martin of The Last Romantic. The Custom Design Project is on going initiative that will allow select Le Black Book designers to create a one off design inspired by a chosen design brief.

Le Magazine also features an easy click and shop it tool for Le Black Book customers, ensuring that the coveted looks of its fashion editorials are literally available at the touch of a button.

Le Magazine, under the guidance of Editor/Creative Director Rhiannon Bulley and Editor in Chief Kath Purkis has reached a new creative standard. This unique additional service of Le Black Book set's it apart from the normal in the world of online shopping and places it on par with top boutiques all over the world.

www.leblackbook.com.au/pages/le-magazine

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