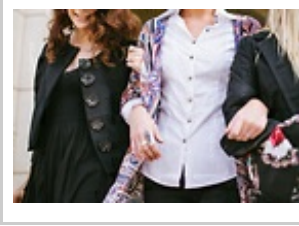


Button Avenue™s New Website Makes It Easy to Bring Style to your Existing Wardrobe

Heather Sneed April 14, 2015



Button Avenue is excited to announce their new website and online shop to help fashionistas update their wardrobes both fashionably and affordably.

(Newswire.net -- April 13, 2015) Malibu, CA --Fashion button boutique Button Avenue has launched their shop online at www.buttonavenue.com to inspire customers to style their existing wardrobe by making bolder choices with unique buttons. “We encourage creativity by reminding all fashionistas to shop their own closets and swap out tired, outdated buttons

with a variety of chic solutions that will have them falling in love with their wardrobes all over again,” says Button Avenue founder Tiffany Murray.

It’s common fashion advice that your wardrobe should be built around a few high-quality staple pieces. While we appreciate high-quality clothing, those pieces are often expensive and, over time, their appearance becomes worn. Choosing to replace boring, dated buttons with special treasures, will turn up the personality of those tired garments. They need a little something to spice them up and feel stylish again. That’s what Button Avenue is all about: making your existing wardrobe new again by accessorizing with buttons. Paying attention to these details will make the ritual of getting dressed fun again!

“We want our customers to become their own stylists and rekindle their love for their existing wardrobes,” says Murray. “When people want to update their look, they tend to put on a scarf or a new belt, and we want them to realize that buttons are the key accessory to accomplish this transformation with style.” Instead of looking the same as everyone else, you can inject energy, newness, and distinction – simply by adding fabulous buttons with your own unique point of view!

Button Avenue’s new website, www.buttonavenue.com, is designed to inspire fashionistas the world over with ideas for updating and reinventing their wardrobes for a fraction of the cost of replacing them. It is the company’s goal, not only to develop innovative buttons, but to identify trends and help customers choose the perfect buttons to create their own special and unique look that others can’t find just anywhere.

Button Avenue brings a combined 75 years of experience in the fashion world to the table, and aims to provide every DIY stylist easy access to the information (and buttons) they need to accessorize and update their wardrobes.

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