



## Fleur De Lys Hosts Lauren Noir Launch Party and Trunk Show

**NEWPORT BEACH, Calif. – June 27, 2009** – Fleur De Lys has hand-selected Lauren Noir to be the newest premium purveyor to join their current quiver of ultra-chic designers. Their keen sense of style and taste is one of the reasons Fleur De Lys has been awarded “Best Gift Store in the OC” by Fox News, voted “#1 Gift Boutique in Orange County” by the OC Register and named one of the “Top 50 Retailers in the US” by Home Accents Today for 2009. Lauren Noir is truly honored that Fleur De Lys will be hosting their Trunk Show and Launch Party to debut the line in their boutique today from 11 AM to 3 PM. Lauren Noir will showcase its entire celebrity-embraced Feather Collection line including its newest home fragrance creation of diffuser sets. The Founders and Designer of Lauren Noir will be making a special appearance and signing limited edition candles for the duration of the show. The first thirty purchasers will receive a limited edition Lauren Noir travel set, including a mini bar of soap, a mini travel candle, and a perfume sample vial. Contact Lauren Noir for details on this event and others at [www.laurennoir.com/events.aspx](http://www.laurennoir.com/events.aspx) or 1.877.700.NOIR.

### **About Fleur De Lys**

Fleur De Lys believes that everyday life should be lived to the fullest. The "good stuff" shouldn't be kept away for a special occasion - LIFE IS A SPECIAL OCCASION! Surround yourself with the things you love and you will experience life more authentically. The high-end, sophisticated boutique handpicks only select products with great stories or significance so they are more meaningful to those who receive them. Fleur De Lys is known for its classy, hallmark services, such as providing gift-wrapping for all purchases using their signature paper and elegant golden seal.

### **About Lauren Noir**

Lauren Noir is focused on inspiring their customers to journey out into the rich memory banks of life and reveal beautiful memories in the past, and create new ones in the present through a deep emphasis on the power of smell. By handcrafting each fragrance using the highest level of environmentally friendly ingredients, Lauren Noir creates fragrances for their perfumes, candles, soaps, and diffusers that capture the moment and uniquely transform the mediocre into euphoria. As CarbonFree® and Leaping Bunny™ certified compliant company; Lauren Noir is deeply invested in the well-being of the environment and in prohibiting animal testing/cruelty entirely.

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