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**NEW WEB-BASED SHOPPING PORTAL BRINGS TOGETHER THE INDIE
DESIGNER AND THE AVERAGE CONSUMER**
Cutique Opens Its Virtual Doors to Shoppers

August 25, 2007 — New website Cutique brings independent retailers to hip, urban consumers. Currently, hundreds of independent designers maintain their own websites for selling their wares. Cutique brings the consumer a centralized venue for finding independent designers, with a focus on quality goods featuring a hip aesthetic. This virtual mall of handcrafted treasures enables the consumer to buy directly from designers.

While consumers can buy faded "vintage" band t-shirts in Target and oversized, ironic belt buckles from Urban Outfitters, truly indie and hip designers have remained underground. Consumers looking for authentic independent, high-quality fashion are at a loss. Cutique offers consumers one stop shopping for unique goods.

Ordinarily, the independent designer has a minimal budget for promoting his or her work. As a result, the average consumer might never find out about an independent designer's creations. Cutique puts promotional power behind designers by enabling them to pool resources. Each designer on Cutique contributes to a share of the website's promotional budget. This in turn allows for the purchase of advertising that designers could never afford on their own.

Advertisements for Cutique will appear in magazines and on websites that appeal to consumers interested in handmade goods. These ads will bring in customers who otherwise might remain unaware of the designer's work. Products found on Cutique vary from handbags to t-shirts, offering something for just about everyone. Some of the designers featured on Cutique include t-shirt and paper goods designer Nut and Bee and handbag and accessory designer stichpixie.

About Cutique

Cutique is a virtual boutique of all things cute. The site features handmade products from different independent retailers around the world. Cutique itself is not a retailer, but merely a portal to help shoppers find cute things. Cutique is owned and operated by Merkell, a provider of online shopping portals. For more information please visit <http://www.cutique.com>.

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