

'Evercreatures' Designer Wellies for Women and Kids Get Funky and Chunky for Spring/Summer 06

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February 1, 2006 (FPRC) -- Emilyhannah, a specialist retailer, announces its exclusive range of 'Evercreatures' funky ladies' patterned wellington boots for spring/summer 2006 and also a new range of children's wellies which will be launched at the NEC Spring Fair 2006.

The wellington boots are ideal for the changeable British weather and can deal with anything from showers to snow to gardening in style.

While polka dots, star and flower patterns were popular in summer 2004-5, Emilyhannah takes the trend further for 2006 with leopard print, abstract and psychedelic patterns. Popular choices include 'blue circles', 'purple poppies' and 'pink polka dots'. Those who already have a profusion of this season's patterns in their wardrobe might opt for the plain pink, raspberry, black or yellow boots.

Built to last, Evercreatures wellies feature a matching colour cotton inner lining, non-slip inner sole, chunky treaded sole and adjustable strap with metal buckle. They are cut higher than most wellies, coming just below the knee for a flattering look.

Owned by welly designers, Emily Todd and Hannah Petty, Emilyhannah is based in Shepton Mallet, Somerset – the home of Glastonbury Festival, which is known for its predictable "Battle of the Somme"-like annual mud-fest. The company is therefore ideally placed to meet the welly buying needs of ladies who want to survive the festival, camping and gardening season in style – without risking trench foot at worst or two wet feet at best.

Hannah Petty comments: "Patterned wellies for adults are a niche market and we were one of the first suppliers to introduce them in August 2004. Our boots have proved a big success – mainly because wellies are British and traditional yet stylish and fun. This is why we're expanding into children's wellies with designs that are much more 'groovy' than the 'babyish' and super heroes based products commonly found in the shops."

Available in UK sizes 4-8, the Evercreatures wellies cost £32.99 plus £6.95 p&p per pair and are despatched the same working day the customer places their order. The company also stocks muddy welly boot bags and umbrellas and can supply custom designed boots to trade customers upon request.

Emilyhannah is showcasing its new range at the NEC Spring Fair, Birmingham, 5-9 February, 2006, on Stand B31 of the Arena Hall (Garden Living).

Contact Information

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