

## **Trendy European Rain Boots Now Available to US Fashion Fanatics**

*The U.K.'s most popular online rain boots specialty store opens its virtual doors to serve bold and fashion conscious U.S. women.*

April 29, 2008 (FPRC) -- Trendy style setters now have direct access to Europe's hottest trends in high fashion rain boots. Awesome Rain Boots.com, the American counterpart of the U.K.'s top selling fashion rain boots company WellieArt, has launched its long awaited online store for U.S. shoppers loaded with dramatically unique funky-style rain boots.

With styles like "Tattoo," "Tossed Skulls," "Fizzy Pop," and "Parisian Pups," Awesome Rain Boots.com's celebrity choice rain boots turn a drizzly day into a fashion opportunity.

Rainy days no longer need hinder the fashion conscious. Ladies with an eye for fashion and a reputation for setting trends can be among the first to bring this fresh and funky European style footwear to their circles.

Company founder Lorraine Baker, a style conscious U.K. native, makes it her business to discover the most comfortable and incredible looking rain boots for her customers. Her U.K. based company WellieArt.co.uk, founded in 2003, has exploded in online sales to become one of the top selling online stores specializing in rain boots for the U.K. market.

"We knew that American consumers were hungry for these fashions when we saw our US orders triple in 2007. Today's women simply refuse to let a rainy day be the cause of a dreary mood or an excuse to dress drably. Why tiptoe through life dodging the rain when you can enjoy splashing through puddles while looking fabulous?" says Baker, founder of Awesome Rain Boots.com.

From the classic equestrian style Hunter collection to outrageous Chooka designs, to Baker's personally designed WellieArt collection, Baker says her team has chosen something for every style and taste in the Awesome Rain Boots inventory. For those who prefer to blaze their own trail, Awesome Rain Boots offers bespoke pattern design service, allowing customers to produce their own rain boot patterns or logo trademarked designs.

Top sellers include the lace up Ilse Jacobsen collection - a confident and mysterious handmade line crafted in Denmark. Available in black, caramel, nut brown, red, and cream, these rain boots compliment a casual look or add a sophisticated punch to business attire. A close second to the Ilse Jacobsen is the WellieArt collection, fun designs like the classic 'Route 66' road signs design, and the 'Parisian Pups' pooch speckled rain boot. Another customer favorite are rain boots from Tretorn, a collection with a comfortable sneaker style sole and bold, eclectic designs.

"The allure of a confident woman who struts boldly through the dreary days while others are scurrying for shelter is absolutely magnetic. Our mission is to bring that kind of sunshine to every woman, every day."

About Awesome Rain Boots: Awesome Rain Boots is the U.S. Internet division of WellieArt, one of the fastest growing U.K. online rain boots retailers. Founder Lorraine Baker and the team at

Awesome Rain Boots is passionate about discovering fresh and exciting designs that make the rain boot a truly awesome piece of footwear.

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