



STORE OF LINGERIE

**FOR IMMEDIATE RELEASE**

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Sol...store of lingerie

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**Bring The SOL Girl Home**

Denver, CO – SOL...Store of Lingerie is giving a few lucky customers something many have longed for – the chance to bring The SOL Girl home. SOL is recycling their scintillating billboards and window displays into limited edition re-usable tote bags.

The first edition of the bags, made from last year's billboards, will be given to the first 25 customers who spend more than \$350 at SOL's Sidewalk Sale (which starts July 15). Each one-of-a-kind bag is made of portions of the billboards that featured the SOL Girl, glammed out 1940s style.

Each year SOL blankets Denver with a new ad campaign featuring their favorite SOL girl. The Sidewalk Sale marks the launch of SOL's latest ad campaign which has the SOL girl packing up her unmentionables and heading out on a road trip across Colorado. Destination? SOL.

Throughout the year the SOL Girl will chronicle her road trip with loving postcards to customers. Billboards and window displays with larger-than-life images will be converted into a limited supply of the one-of-a-kind bags that will be sold in the store.

SOL's entire ad campaign was shot in Buena Vista, Colorado using all local talent. The 100% recyclable billboard material is printed in Longmont and it is a Denver company that converts the billboards into the re-usable bags.

Visuals: Picture of bags and original billboards attached

Founded in 1997 by two sisters, Cindy Johnson and Jeanie Peterson, and located in Denver's prestigious Cherry Creek North shopping district, SOL is one of the cornerstones of the areas' independently owned boutiques and offers an exquisite collection of lingerie including pajamas, loungewear, robes, camisoles, bras and panties. Designers include Hanky Panky, Marie Jo, Prima Donna, Natori, and Fernando Sanchez as well as other distinctive pieces designed exclusively for SOL. 248 Detroit Street, Denver CO 80206. 303-394-1060. [www.SOLLingerie.com](http://www.SOLLingerie.com)

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