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CROSSING CULTURAL COLOR LINES IN THE NAME OF FASHION **Online Boutique Launches African-Inspired Handbag and Boot Collection**

Andorra – February 22, 2011 – BILOTE couture, an online boutique for African-inspired designs, has announced today its plans to launch a new handbag and boot collection. Merging culture and art with high-quality style, the line aims to bridge the gap between African culture and mainstream fashion.

For many westerners, African art conjures up images of tribal masks, headdresses and ritual figures. The new handbag and boot collection called Wow sets out to redefine this vision with its unconventional combination of bold patterns and colorful African textiles with Western design elements. As a world traveler and art lover, BILOTE Couture founder Edith Nkwocha drew inspiration from her visits to exotic destinations around the world to create innovative yet timeless designs.

“This collection evolved out of my desire to produce upscale fashion pieces that would empower women to embrace their innate creativity and individuality,” said Nkwocha. “Haute couture fashions tend to be over the top and don’t translate well to everyday life. My mission is to take the glamour and elegance of high-end African fashion and make it accessible to women across the world.”

A translator by trade, Nkwocha began designing handbags and shoes as a creative outlet to escape the daily pressures of work. While she has faced numerous challenges along the way, her turning point arrived when she sold her first handbag online. Before long, people were stopping her on the street to buy her products. In addition to selling her own designs, Nkwocha also features other emerging designers on the company web site as a part of her ongoing commitment to promoting African fashion.

The Wow collection will debut later this spring. Web site visitors can subscribe to the free email newsletter for exclusive discounts and the official date of launch. For more information on BILOTE couture or additional locations where products will be sold, please visit www.bilotecouture.com.

About BILOTE Couture

BILOTE Couture is an online boutique specializing in African-inspired handmade earrings, necklaces, handbags and boots, launched by designer Edith Nkwocha in 2009. Offering a wide-range of one-of-a-kind, upscale creations, BILOTE Couture provides fashion and art enthusiasts with the ultimate shopping experience, where hand couture art and high-quality fashion reign supreme.

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