

## **Affordable Style Fills Void in Online Retail with New Accessories Site, AffordableScarves.com**

*The newly launched AffordableScarves.com offers a variety of high quality, low priced scarves, wraps and shawls yet unseen in the discount fashion clothing and accessories sector.*

INDIANAPOLIS, IND. (October 25, 2009): Affordable Style announces the launch of Affordablescarves.com, filling a void in the online discount fashion accessories sector. The new store's inventory features a selection of inexpensive scarves, wraps and shawls untapped by current discount clothing outlets.

AffordableScarves.com aims to provide shoppers with low-priced, high-quality alternatives to high-cost designer scarves. The retailer's buying team pays close attention to movements in fashion and popular culture, as to ensure relevancy and timeliness in selection, in addition to competitive prices. Website features including streamlined, easy to navigate page layouts and a SSL (Secure Socket Layer) encryption also set the online store apart.

"We are continually looking to expand our company in an effort to fulfill the needs of price-conscious shoppers," Affordable Style CEO, Randy Stocklin, "There was a void in the niche and we saw an opportunity to fill it."

The newly inventoried store features over 125 style and color combinations including loop scarves, shawls, skinny scarves and wraps in a variety of print and color categories, such as animal print, floral, metallic, tartan and striped. With its variety of weights and knits, including silk, cashmere and pashmina, much of the inventory is suitable for several seasons.

As a testament to the company's underlying focus on customer satisfaction, every Affordablescarves.com purchase comes with a 100% satisfaction guarantee. Affordablescarves.com also offers same day shipping on orders placed before 2 p.m. EST and free standard shipping on all orders greater than \$30.

For more information about AffordableScarves.com, or to browse the selection of inexpensive scarves, visit [www.AffordableScarves.com](http://www.AffordableScarves.com).

About Affordable Style:

It is Affordable Style's mission to offer an unmatched variety of the hottest and most reasonably priced accessories on the market. Established in 2005 and headquartered near Indianapolis, Affordable Style is parent company to [www.SunglassWarehouse.com](http://www.SunglassWarehouse.com), [www.HandbagHeaven.com](http://www.HandbagHeaven.com), [www.InexpensiveWatches.com](http://www.InexpensiveWatches.com), [www.AffordableScarves.com](http://www.AffordableScarves.com), [www.SilverTreats.com](http://www.SilverTreats.com), [www.ReadingGlassesShopper.com](http://www.ReadingGlassesShopper.com) and [www.ABCNeckties.com](http://www.ABCNeckties.com).

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