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## **Santa's Helpers Go Wickedly Chic This Holiday Season**

*Fashionable holiday shoppers turn to WickedlyChic.com for the latest trends in Indie design*

GRAYSLAKE, Illinois, Dec 05 2006 -- 'Tis the season for fashionistas to hit the stores in search of hip gifts for friends and family - but amid schedules overflowing with parties and events, who has time to rummage through crowded mall shelves for just the right present?

WickedlyChic.com, the hottest online shopping resource for independent fashion and design, helps shoppers get into the Indie holiday spirit by offering weekly product reviews, contests and gift-giving advice that provide an alternative to the frenzy of the mall.

From jewelry to bath and body products, Wickedly Chic can help even the most discriminating shopper find something for everyone on her list. Recent features have included products from hot Indie designers Bobe Bath Essentials, Gallimaufry Arts, Sparklepuss Candles and Not Soap, Radio. This week's Wicked Love section introduces readers to the innovative Ladies Independent Design League of Brooklyn, N.Y.

WickedlyChic.com makes the virtual shopping experience even more festive for readers by throwing in regular contests, discounts and product giveaways. Visitors have recently been treated to \$25 gift certificates for stylish jewelry from Charming Sam. Independent e-tailers Two Busy Bees, After the Rayne, Jenna Appleton and Mahleewan have also signed up to shower readers with gifts this holiday season.

Whatever their style, Wickedly Chic's loyal following can rest assured they will be decked out, lathered up or surrounded by only the best. The site's gift-giving experts hand-pick the designers they feature and test every product before giving it their stamp of approval.

Owner Liz Nonnemacher knows how frustrating it can be to go to the mall and not find anything unique. "When I give a gift, I want it to be something special," says Nonnemacher. "There are a lot of really talented independent designers out there that offer high quality, distinctive products. WickedlyChic.com is designed to bring information about these designers to customers to make the job of gift giving a little bit easier and a whole lot more fun."

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