

WindowShopBlog: Kaitlin & Summer

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With the bottomless plethora of shopping blogs out there, it was only a matter of time before high street online boutiques began creeping into our local web browsers. **Kaitlin & Summer** is an online boutique that will operate from tomorrow onwards to focus on dressy casuals and eveningwear.



The start of how the boutique came to be is a pretty sweet story. Co-founders, Erin and Li-Yen have known each other since they were 16 after meeting via a Catholic church youth group. Fast forward eight years, and both girls are in PR - one in Singapore and the other in KL. Rather spontaneously, they decided to open a boutique earlier this year, using their acid friendship to bridge the gap of operating from different countries.



(L to R) Erin and Li-Yen

The name Kaitlin & Summer stemmed from both girls' reluctance to giving it a random label (like Funky Fresh or Girly Girl). Because they had both invested so much into this venture, they both chopped in the names of what they wanted to name their firstborn. And so quite literally, Li Yen and Erin both call Kaitlin and Summer their baby respectively.



Upon naming the label, they realised it perfectly embodied the image they wanted the brand to project - a young and chic social butterfly that embraces her inner fashionista. Think items that are current but classic to stand the test of time (and trends).



Kaitlin & Summer is designed to sell trends instead of follow them, providing a range of clothes, bags and accessories that are high in quality, retailed at high street to high end prices, but aren't easily found at your regular mall.

They retail brands from upcoming designers on consignment from New York, Bangkok, and Hong Kong, including **Buy** whose clientele includes Chloe Sevigny.

Each design is carried in limited pieces to maintain exclusivity. And for extra convenience, payment is available via bank transfer, PayPal, and credit card e-payment.



But fashion aside, Kaitlin & Summer is a label with a heart - they're focused more on becoming a lifestyle boutique to offer interactive channels for their customers to interact and seek advice from Li-Yen, Erin and other shoppers.

The launch of the website tomorrow will also kickstart Kaitlin & Summer's Heart, a project that will support initiatives and causes that aid women and children through donating a percentage of all their profits.



Kaitlin & Summer will officially launch tomorrow. To visit and shop at their website, visit www.kaitlinandsummer.com.

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