

## Local Online Fashion and Shopping Blog Magazine continues to grow in popularity and support local retailer

RALEIGH, N.C. -- What started out as a the first Boutique Directory & "Shop Local for Retailers" initiative in the area in 2006, has quickly become the hottest and fastest growing Online Fashion & Shopping Blog Magazine in the Triangle area.

Originally launched as TriangleBoutiques.com by owner and editor, Tracie Fitch of Fitch Advertising, and re-launched in April 2009 as TheShoppingMemo.com, the site is now considered Raleigh's Ultimate Girl Guide and Boutique Shopping Guide with the latest Inside Scoop on Where To Shop. What to Buy. Best Sales & Discounts. Where to Have Fun. Where to Get Pampered. Sweet Eats and much more. You will find the latest Upcoming Fashion Shows, Trunk Shows, New Boutiques/Grand Openings, Girls Night Out and Model Calls, thru it's "On The List" feature as well as the latest Sales, Sample Sales, Discounts & Offers featured in "The Goodie Bag". TheShoppingMemo.com also plans to showcase the latest "street styles" in the area thru it's New regular feature "Style Stock". The site was originally started out need and the owner's passion for Fashion, the love of Shopping and discovering and dishing out the fabulous "local" secrets the area has to offer as well as helping support the local economy. It's all about "Taking Notes on Life's Little Luxuries" of the South.

Since it's launch, with just a few readers, it has grown to over 5000 readers in the last year. It reaches a broad range of fans through a Weekly E-Memo Newsletter, Facebook, Twitter, and other local Social Media networks and blogs. "I am so excited about what's in store for TheShoppingMemo.com in the coming year," says Fitch. "2009 was good, but 2010 is going to be great and as fast as we are growing, local retailers should definitely check us out!" TheShoppingMemo.com offers several sponsorship packages for retailers to promote their business and the site has excellent Internet presence through major search engines for customers looking to shop "local" in the area.

TheShoppingMemo.com is introducing several New features in 2010 to keep up with the demand of technology and to encourage it's readers to actively participate online and help grow the site including the new Readers Choice Awards, Text Alert Sign-Up, Video Spotlights, Fashion Tips and Style Secrets, Polls, Surveys, and Giveaways. It's most recent feature, the "Pink Perks" VIP Shopping Memo Card, is a "must-have" accessory for any shopper or fashionista. Becoming a member will give readers access to additional Exclusive Offers, Discounts and other perks from it's featured retailers. TheShoppingMemo.com has teamed up with The Pretty in Pink Foundation of Raleigh for its' Pink Perks program and will donate \$5 for every card purchased to the foundation.

In addition to TheShoppingMemo.com, and with an extensive background and experience in Marketing & Web Design over the last 10 years with Fitch Advertising as well as a demand for affordable Website Design and E-Commerce solutions for retailers, Tracie Fitch, has also launched a new boutique web design company, located at [www.PoshePixels.com](http://www.PoshePixels.com). that specializes in creating boutique websites, boutique e-commerce websites and logos that are hip, trendy and girly with a bit of flair. There are several packages to choose from and the sites built are easily managed and maintained by the owners thru a simple Content Management System.

### About TheShoppingMemo.com

The Shopping Memo is a FREE local online Girl guide, blog & E-Memo that feature's the latest inside scoop on What's Hot, What's Happening, & What's New in Boutique Shopping, Fashion & Lifestyles in the Raleigh and surrounding Triangle, North Carolina area. For more information visit [www.theshoppingmemo.com](http://www.theshoppingmemo.com), via email at [info@theshoppingmemo.com](mailto:info@theshoppingmemo.com) or call Tracie Fitch at 919.278.8715.

### About PoshePixels.com

Poshe Pixels is a small, women-owned boutique web design & boutique logo design company that specializes in creating Logos, E-Commerce Websites, Blogs, Email Marketing, Social Media Marketing and Search Engine Marketing campaigns for retailers. For more information visit [www.poshepixels.com](http://www.poshepixels.com), via email at [info@poshepixels.com](mailto:info@poshepixels.com) or call Tracie Fitch at 919.278.8715.

### About The Pretty in Pink Foundation

Pretty In Pink Foundation is a North Carolina 501(c)(3) non-profit organization that provides financial assistance, resources & support to underinsured/uninsured people diagnosed with breast cancer who reside in North Carolina. Pretty In Pink Foundation provides access to breast cancer treatment & surgery through a network of North Carolina healthcare specialists. Visit [www.prettysinpinkfoundation.org](http://www.prettysinpinkfoundation.org)

### About the Author

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