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CHIC EMPIRE AUSTRALIA

PRESS RELEASE

FOR IMMEDIATE RELEASE

Chic Empire Australia announce brand partnership with Swarovski

Melbourne, May 11, 2016:

Chic Empire Australia has announced the release of collaborative collection of sheepskin footwear range with Swarovski.

Exclusive designs featuring Australian Made sheepskin boots incorporating Swarovski Crystal Buttons and Swarovski Crystal counter heels. Each Swarovski counter heel contains thousands of crystals expertly set by Swarovski design team in Austria.

This exclusive range is available at 'Purely Merino' stores at all Major Australian airports, Chic Empire Australia stockists and Chic Empire's retail and online stores. (<http://www.chicempireaustralia.com.au>)

The unique branding partnership between Chic Empire Australia and Swarovski showcases the iconic Australian sheepskin boots and glamorous Swarovski Crystals.

About Chic Empire Australia: Chic Empire® is a boutique brand of handcrafted, luxurious sheepskin footwear delivering a unique blend of traditional styles with latest fashion trends. Every pair of Chic Empire sheepskin boots are meticulously crafted from a selection of premium components at our manufacturing facility in Melbourne, Australia, by highly skilled craftsmen. Since its humble beginnings, the Chic Empire® brand has been associated with unmatched quality, exciting designs and effective customer service.

For media enquiries and/or high resolution images please contact alext@clickcorp.com.au

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