

Press Release and Photo opportunity

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Staff brave the elements to launch swimwear

Staff and models at a Staffordshire gift shop will be braving the March weather when they take the plunge into an open air hot tub to mark the launch of a new range of designer swimwear and lingerie.

Nichola Conway, proprietor of Madam Butterfli at the Trentham Retail Village at Trentham Gardens also hopes to raise money for breast cancer research during the 'Spray and Splash' events on Wednesday and Friday next week.

The events will take place outside the Trentham branch of Madam Butterfli and will showcase the shop's new range of Ted Baker swimwear together with the latest St Tropez and Fake Bake tanning products.

As well as receiving a free glass of wine, visitors to the shop will also be able to sample many of the store's other exclusive bodycare products.

Explained Nichola: "As well as showing off our latest products, we really want to pamper visitors to the Trentham store on Wednesday, February 28 and Friday, March 2."

"Braver customers can also join us in the hot tub and enjoy a glass of bubbly, in the bubbly under the stars! If they haven't brought their bikini, they can always buy one of ours."

The hot tub has been provided by another local company, Staffordshire Hot Tubs. The firm supplies portable hot tubs for hire as well as selling an extensive range of more traditional systems.

Added Nichola: "As well as offering discounts on all products during the Splash and Spray events, a percentage of all sales will be donated to breast cancer research along with the proceeds of a raffle."

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Customers who spend more than £25 will also receive a free Madam Butterfli 'goody bag'.

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Notes to Editor:

Nichola and models will be available for photographs from 7pm on Wednesday, February 28 and 7pm on Friday, March 2.

Press Release written and distributed on behalf of Madam Butterfli by Moorlands Media. For further information contact Martin Farrow at Moorlands Media on 07771 970025 or Nicky Conway at Madam Butterfli on 01782 657005.

Madam Butterfli has two stores, one at Trentham Retail Village, the other in High Street Congleton. Both sell exclusive ranges of designer perfumes, cosmetics, toiletries, handbags, accessories and lingerie.