



# FAB & FIT

*Sweat... in style*

**Valerie Konur:** (703) 473-0560      [www.sweatinstyle.com](http://www.sweatinstyle.com)  
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**Sporty, trend setting fitness apparel, shoes & equipment.**

Press Release

For Immediate Release

## Fab & Fit, LLC. Announces Ashburn Location

### Rich Hippie Boutique opens doors to Fab & Fit

**Ashburn, Virginia - June 1, 2010** - Rich Hippie Boutique, opens its doors to Fab & Fit, LLC. Both companies, women owned small businesses in Loudoun County, offer unique, fashionable and trendy merchandising appealing to the artistic, hip, trendy, and unique customers of fashionable designs of apparel and accessories.



"Sweat...in style" Fab & Fit for your sporty, trendy, functional, fashionable, and affordable fitness apparel and accessories. Rich Hippie Boutique, under new ownership and management seeks out the unique, sophisticated and trendy styles in fashion merchandising from beautifully designed shoes, jeans, handbags, as well as, offering professional interior decorating and design consultation upfront.

**"Sweat...in style"**

**Shop Fab & Fit for hip, fashionable & functional fitness merchandise**



Consistently updating for the most current merchandise, we maintain a diverse inventory of in stock items representing fashions from several vendors, fitness footwear, and our latest venture includes unique, comfortable headbands and bracelets. Kathy and I are looking forward to every opportunity to showcase new products to enhance the awesome services provided by Fab & Fit.

[In the meantime, please check out our fabulous website](#) to preview and obtain our business information.

To our clients: Your "fab-ulous-ness" continues to be our inspiration.

### About Fab & Fit, LLC.

Our company is about supporting women's fitness goals and needs while still looking fashionable and feeling great about themselves; our tag line, "Sweat...in Style" captures the essence of our focus. We provide fitness-minded women with comfortable, trendy, and affordable fitness fashions that support exercising, daily activities, and healthy lifestyles. Our fashions take our clients from "their work-out to the world". In our one year of business, we've established fabulous relationships with local area boutiques, fitness centers and health clubs; as well as, support several fundraising projects.

## Four Ways to Shop Fab & Fit

1. Personal Shopping & Consultation by appointment
2. Hostess Rewards Trunk Show
3. Visit us at local area fitness centers and community events
4. Monthly open house, sales, and trunk show events at our Lansdowne, Ashburn or Leesburg location

## For our corporate clients we can provide, but are not limited to:

- Fab & Fit Health Club Trunk Shows
- Consignment arrangements
- Outfit your trainers and instructors

## Fab & Fit "Find a Cure Program"

At Fab & Fit, we're not just in the business of making you look great and feel good, we want to make a difference in our community and in helping you to support a charity that you are passionate about supporting. To give back, Fab & Fit will:

- Outfit you or your team in your charity's colors as you participate in local area walks, events and other charitable activities.
- Offer the option for your organization a 15% discount on your "cause outfit" or donate 15% of your retail purchase to the charity of your choice.

Our community and customers mean the world to us. What they "fight", we "fight" and support right along with them. We created this program to do our small part to help."

## Fab & Fit-ness Leader Program (FLP)

All group exercise instructors, fitness professionals, personal trainers; as a FLP member, you'll receive 15% discounts on your purchases from Fab & Fit; as well as, program exclusives, insider give-aways, special offers, product previews and testing, networking opportunities and more.

### **Fab & Fit, LLC.**

Valerie Konur & Kathy Lubitz

Owners/Partners

Kathy Lubitz & Valerie Konur

[Fab.Fit3@gmail.com](mailto:Fab.Fit3@gmail.com)

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Join our Facebook Fan Page:

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### **Rich Hippie Boutique**

44110 Ashburn Shopping Plaza #130, Ashburn, VA  
20147,

(571) 223-3231

Monday-Saturday

10:30-6:30pm

Sunday 12:00-5:00pm

Ashley Gordon,

Leslie Mandrgoc, Katie Rowand Hip Home Interior  
Decorating

Kim Hutchings, Shoe & Bags

