

BOUTIQUES ON eBay



**EBAY CANADA PARTNERS WITH TORONTO FASHION FAVOURITE,
COAL MINER'S DAUGHTER, TO LAUNCH BOUTIQUES ON EBAY**

-Exclusive spring-summer collection features fashion pieces from local designers available for sale on eBay.ca starting today, Monday, June 9-

TORONTO, June 9, 2014 – Boutiques are where the best-kept sartorial secrets and one-of-a-kind local styles are discovered. To connect trend seekers to their next favourite finds and make home-grown fashion available across the country, eBay Canada is bringing boutique shopping to the palm of your hands, whenever inspiration strikes. **Boutiques on eBay** – a seasonal capsule collective featuring exclusive pieces from local stores and independent designers – launches its first installment today in collaboration with [Coal Miner's Daughter](#), a beloved Toronto-based fashion boutique.

Starting today, the exclusive eight-piece collection is available on [eBay.ca/BoutiqueSS14](#) until June 30. This inaugural edition of Boutiques on eBay brings pieces from Canadian designers **Jool Clothing, Haller, Sara Duke, 3rd Floor Studio, Norwegian Wood** and **Jordan de Ruiter** to consumers worldwide, at fixed, Buy It Now! prices. **All pieces are \$90 and under, and include free shipping across Canada.**

"We all know what it's like to spot the perfect item in a magazine, only to find that it's not sold nearby. With Boutiques on eBay, we are connecting Canadians with beloved boutiques across the country, while at the same time demonstrating the power of eCommerce for independent Canadian retailers," said Andrea Stairs, country manager, eBay Canada. "We're excited to collaborate with Coal Miner's Daughter as our first Boutiques on eBay partner because they are a great representation of Toronto fashion that fosters and celebrates Canadian designers."

GIVE BACK IN STYLE

As part of the collection, a one-of-a-kind design by Jordan de Ruiter – the Bee Print Alessandra Dress with black tulle – will be sold at auction starting at 99 cents. The seven-day auction will begin on Monday, June 23 at 11 am ET and end on Monday, June 30 at 11 am ET. All proceeds from the auction will benefit the Canadian Honey Council, a national association that addresses the honeybee crisis.

SHOP THE COLLECTION

Canadians can start shopping [eBay.ca/BoutiqueSS14](#) and scoop up individual pieces or combine items from the collection to create the perfect summer look:

- **Vintage denim vest** by Jool Clothing – Fixed price, \$69
- **Isabelle dress** by Haller – Fixed price, \$84
- **Sheer top** by Sara Duke – Fixed price, \$54
- **Half Circle Skirt** by Sara Duke – Fixed price, \$74
- **Elin Multi-Way Dress** by 3rd Floor Studio – Fixed price, \$79
- **Gold Tone Metal Earrings** by Norwegian Wood – Fixed price, \$44
- **Bee Print Bustier** by Jordan de Ruiter – Fixed price, \$64
- **Bee Print Alessandra Dress** by Jordan de Ruiter - Auction starting at 99 cents with proceeds benefitting the Canadian Honey Council

"This collection was inspired by long summer days spent in the park, and embodies Coal Miner's Daughter's aura of fresh and feminine with a touch of sexy," said Krysten Caddy, co-owner of Coal Miner's Daughter. "While summer may be fleeting in Canada, the feeling around summer days can last longer with the handmade pieces from the collaboration."

This exclusive eBay.ca sale runs from Monday, June 9th until Monday, June 30th at eBay.ca/BoutiqueSS14 with free shipping across Canada. Love this collection? Stay tuned for the next installment of Boutiques on eBay coming soon.

High-resolution images of the collection are available upon request. For more, follow [@eBayCanada](https://twitter.com/eBayCanada), [@cmdtoronto](https://twitter.com/cmdtoronto) or #eBayCollabs, and visit facebook.com/eBayCanada for updates and inspiration on the collection.

About eBay

Founded in 1995 in San Jose, California, eBay Inc. connects millions of buyers and sellers globally on a daily basis through eBay, the world's largest online marketplace, and PayPal, which enables individuals and businesses to securely, easily, and quickly send and receive online payments. We also reach millions through specialized marketplaces such as StubHub, the world's largest ticket marketplace, and eBay Classifieds sites, which together have a presence in more than 1,000 cities around the world. eBay is visited by more than 8 million unique Canadian per month (comScore Media Metrix: November 2013).

About Coal Miner's Daughter:

Coal Miner's Daughter is a women's fashion boutique located in Toronto that features Canadian jewellery and clothing designers. Janine Haller and Krysten Caddy met in 2005 as neighbours in Toronto. With Janine being a fashion designer and Krysten being a jewellery designer, they quickly became pals, bonding over fashion. In 2009, the two joined forces to open Coal Miner's Daughter, a boutique boasting their love of Canadian and independent designers, while also selling their own work. Five years later, there are two Coal Miner's Daughter shops: one in Toronto's charming Mirvish Village at 587 Markham Street, and the other in Toronto's fashion and design district at 744 Queen St. West.

Website: www.CoalMinersDaughter.ca

Instagram: [instagram.com/coalminersdaughter](https://www.instagram.com/coalminersdaughter)

Twitter: [@cmdtoronto](https://twitter.com/cmdtoronto)

Facebook: <https://www.facebook.com/pages/Coal-Miners-Daughter/108418762576828>

About the Canadian Honey Council:

Canadian Honey Council, the national voice of the Canadian honey bee industry, is dedicated to building a dynamic and prosperous honey bee industry that promotes "100% Canadian" and acting as the instrument for achieving a sustainable Canadian honey bee industry in the global economy.

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