Article published on June 5th 2012 | Clothing

DIGS brand fashion store of New York is Done in Great Styleâ€”literally, and in a big way. This high-end NYC boutiqueâ€™s name carries its motto within it! The store itself, and everything about the clothing is done in great style, done with an edgy flair but founded in European-inspired classic fashion. Youâ€™ll learn about the dazzling DIGS brand in this article. Through DIGS, youâ€™ll find inspiration for a new wardrobe that can change how you feel about yourself, adding a sense of dignity and creativity to your everyday life!

DIGS offers a few great options for extraordinary fashion shopping locations. If youâ€™re a New Yorker, youâ€™ll find the existing DIGS store located 1054 Third Avenue, with a Soho flagship store that opened this past Fall 2011 at 284 Lafayetteâ€”both in the heart of NYC. In town fashionistas know what to look for when it comes to the multitude of New York fashion stores; they know how to weed out the good from the bad. And DIGS is creating a good energy buzz among those fashionistas in these recent years in which boutique has been actively expanding. There is also an online store location, so that everyone around the world can dress themselves in Great Style with the click of a few buttons.

Because the DIGS website is also â€œdone in great style,â€• non-New Yorkers have been catching onto the craze as well. Tourists love to shop in the boutique for the unique taste that DIGS presents in every piece of clothing. This is affordable luxury, as well, and very on trend. Seasoned and perceptive fashion shoppers come into the DIGS stores, and often remark how high-end the brand quality of the designs are, and then light up even more brightly still at the discovery that the prices are so reasonable. This means you donâ€™t have to be rich in order to shop in this New York fashion store hotspot. DIGS believes that everyone, no matter what their economic status or background, deserves to dress themselves with pride and elegance.

Youâ€™ll find that DIGS is expansive already, but ever-expanding, still. Look out in the months to come for new styles from the boutiqueâ€™s in-house designersâ€”as well as for new stores that will deliver the same exceptional fashion quality whatever the location!

Article Source:
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Article Keywords:
New York Fashion

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