



What Happens in Vegas, is What's Worn in Las Vegas

VIP events, a rich club life, private soires, and pool parties all attract the local Las Vegas jet set, as well as celebrities and beautiful people from around the world. Hipwear has moved to Las Vegas to dress the fit female form, for all those glamorous celebrations.

Las Vegas, NV ([PRWEB](#)) September 8, 2006 -- There's no shortage of night clubs, wild pool parties or sexy events in Las Vegas, but until now there hasn't been a single upscale boutique that could dress a woman for all those glamorous celebrations. Now in it's third month at it's new location across the street from the Hard Rock Hotel (next to the Rainbow Grill, Hipwear is wooing customers with it's unique blend of dazzling wears.

From [bikinis](#) made by Sauvage, Vix and Dare Me, to sexy one of a kind hand painted gowns and dresses by Bahiye Fashion, Hipwear's got everything a woman needs to tastefully dress for any Vegas soire. "With the exception of swimwear and sexy Halloween costumes, the Hipwear Boutique is color coordinated. We match [lingerie](#) with [denim](#), tanks and t-shirts with our five hundred dollars gowns," says Jay McCarthy president and founder of Hipwear. "The environment makes finding the right thing to wear simple, and shopping very exciting. We've worked hard to establish relationships with small boutique manufacturers that compliment the Vegas lifestyle.

We carry Hart and Huntington Jeans that features tattoo art by Inked star and tattoo personality Carry Hart and the crew from the Hart and Huntington Tattoo Company at the Palms Hotel. Our t-shirts, tanks, and active-wear come from Yvette Mandell and Mia Brazillia, and we manufacture some of our own pin-up inspired dresses that have been very popular." Although Hipwear is not a dancer store, they do carry unique items that entertainers could easily wear including lingerie, platform shoes, micro-bikinis, and gowns. Adorned with pink "Hello Kitty" Fender guitars, a lounge area with leopard sofa, plasma screen television with Hipwear produced modeling footage, and mahogany hard wood floors, Hipwear is a very warm and exciting boutique.

The Hipwear boutique is also a Halloween store, although you won't find any scary masks there. What you will find is hundreds of [sexy Halloween costumes](#) from cops, nurses and [angels](#) , to french maids, army rangers, and [school girls](#) . "Sexy over scary is what Hipwear is about" says Joyce Vitug Hipwear's store manager. "Through the years Hipwear and it's web sibling Hipwear.com has built an outstanding reputation for carrying one of the best selections of women's sexy Halloween costumes both on-line and in their stores." With women's Halloween costumes starting at about \$50 and selling above \$500 for [custom hand-made pirate costumes](#) , we've got something for every woman's budget."

Although Hipwear is only 3 months new in Las Vegas, as an organization it's been around for almost six years. Founded by Jay McCarthy and his former wife Jacqueline McCarthy, Hipwear began life as Hipwear.com in the small Silicon Valley town of Los Altos, California. Thousands of web orders and four retail stores later, Hipwear has evolved into an awesome shopping destination for fit, body conscious women seeking high quality glamorous attire to compliment their look. "This Fall we're adding some great new lines to the store and to the web site that includes 575 Denim, hot couture dresses, sexy tops, corsets and suites, as well as an amazing line of high end heavy metal inspired jewelry. "We had always planned on opening a Las Vegas Hipwear destination," says McCarthy, " and now that the store is here, we're excited to be part of this great city!"

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