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# DAILY NEWS

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A design by Anna E Alex

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## FINDING THE ANEDOTI

TREAT yourself to a little indulgence - and, of course, a piece of beautiful jewellery or two - at online boutique **Anedoti's** first ever pop-up shop, which opens today in Mayfair.

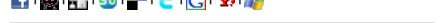
To celebrate its online launch, the boutique - which offers can't-find-anywhere-else clothing and jewellery from some of the world's most exciting new designers - is inviting us to party in the real world, with three days of pampering, Champagne, exclusive teas and mini treatments. Among the highlights on offer are jewellery designs by renowned Italian label Anna E Alex and a collection of "sweetie" dresses designed exclusively for the website by Vickie Tarbuck.

And it gets better: guests who sign up to Anedoti's online newsletter at [www.anedoti.com](http://www.anedoti.com) first will receive a 10 per cent discount on all purchases made.

Find the pop-up shop at Gallery 27, 27 Cork Street, London W1S 3NG between 10am and 7pm daily until May 17. (May 15 2008, AM)

Leisa Barnett  
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