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Northamptonshire based bloggers claim a gong at the UK's most...

Northamptonshire based bloggers claim a gong at the UK's most.... Judge, Eleanor Patterson - Panache Lingerie, Lauren Beeslee & Felicity Brown, Judge Julee Fletcher, Fashion & Luxury Brands New Business Director

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Northamptonshire based bloggers fought-off nine finalists, along with her best friend to claim a national gong at the UK's most prestigious digital award ceremony last Friday.

Felicity Brown and Lauren Beeslee, both 24, from West Haddon scooped the individual award in the Fashion and Retail category at the UK Blog Awards for their blog Pretty Posh, Oh My Gosh.

Felicity and Lauren met when studying an English degree at Loughborough University.

In the past three years have seen their blog develop from 'find the look for less' to sharing their personal style, beauty favourites, lifestyle and travel guides.

Speaking about the award, Felicity and Lauren said: "We are utterly delighted to have won this award, it really was a complete surprise. "We see this win as a great stepping stone for us to take our blog to the next level - we've had the pleasure of working with some fabulous British brands and look forward to fresh opportunities to develop unique and exciting content for our lovely readers. "Blogging with your best friend is never a chore, and it is wonderful to share this success."

Now in their second year, the UK Blog Awards received a record-breaking 2,000 entries and 48,000 public votes to determine the overall shortlists, which – over the past 3 months – were scrutinised by an expert panel of judges to determine the overall category winners.

Founder and director of the UK Blog Awards, Gemma Pears, said: "What an incredible night we had at The Montcalm to celebrate the UK's top industry bloggers.

Felicity and Lauren were up against stiff competition in the Fashion and Retail category, but are truly deserving winners. "This year's voting process was staggering and the amount of enthusiasm we received for the 2015 awards has been overwhelming, but is a true reflection of the importance of blogging for companies, individuals and freelancers across the UK.



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"Last year, a lot of entrants and winners became full-time bloggers, won new clients and secured new jobs as a result of their involvement with the awards, so I'm super keen to see what exciting things come out of the 2015 awards for all the bloggers who've been involved in the process."

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