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Fall Fashionista Sponsor Spotlight: The Abingdon Company

October 3, 2012 by [Jeannette](#) [8 Comments](#)

The 2012 Fall Fashionista event is rapidly approaching! As in, it's next week! And bloggers throughout the fashion world are buzzing with excitement as we prepare to bring you some of the most fabulous brands around! So, to start with, what is the Fall Fashionista Event? I'm so glad you asked!



2012
FALL
FASHIONISTA
GIVEAWAY
EVENT
October 11-17

**The Web's Exclusive
"All Fashion, Only Fashion"
Giveaway Event**

Hosted By:
StillBlondeAfterAllTheseYears.com

The Fall Fashionista is the internet's largest and only ALL FASHION, ONLY FASHION related giveaway blog giveaway EVENT. Taking place October 11-17, every participating blog with be showcasing a great fashion item (or items) and giving away a fabulous fashion related prize! Each prize in the event will be valued at \$125 – or more! And with over 100 blogs participating, that's some major fashion that is just waiting to be won!

Now, many of you probably do not know this but once upon a time I was fashionista supreme! I even went to college for a while to study fashion design and marketing. So this is an event that is very near and dear to my heart. And as I was searching this year for the perfect designer and perfect item to bring to all of you, I looked at clothes. I looked at shoes. I looked at purses. But the I realized something. For me, the piece of fashion that I don't leave home without is my watch. While I know we sometime don't consider that when we think fashion, I want you to think about something. Your watch is something you wear every day. Regardless of your purse or your shoes, your watch is always there. So having one that speaks volumes about your style is so very important. And when I came across [The Abingdon Company](#), I knew I had found the watch that no true fashionista could live without!

 *The Abingdon Co.*

The Abingdon Co. began during a roundtable dinner conversation between a mix of energetic women pilots and airplane mechanics. Pilot and company founder Chelsea “Abingdon” Welch listened as her colleagues repeatedly expressed their desires for a fully functional aviator’s watch that is fashionable, versatile and, most importantly, made for women. In that moment, Abingdon decided to form the first company dedicated to developing top quality, realistically priced watches to meet the needs of female pilots, mechanics, and adventurous women all over the world.



Now, wait. I know what you're thinking – I'm not a pilot or mechanic. And that is completely OK.

Because somewhere in the process of creating this highly functional watch, fashion came in and changed the look from functional to fashionable. With different color selections for the face plates, fine attention to every detail and a flair for adventure that translates perfectly into the fashionable,

The Abingdon Company has created a line of watches that any woman would be proud to wear!

Delicate yet sturdy, pretty yet functional, fashionable yet useful – The Abingdon Company has meshed all of these things to create a watch that women throughout the world can use to show their own adventurous side fashion side!



The Adventures of J-Man and MillerBug

And during the Fall Fashionista Event, you will have a chance to learn more about The Abingdon Company and enter to win one of their stunning watches! Because my prize for this year, sponsored by the amazing Abingdon Company is an [Elise Watch in Athenian Silver](#). This stunning time piece, valued at \$350 is a tri-time zone watch in Athenian Silver with a mother of pearl cabin interior and super luminous hands surrounded by a bi-directional rotating bezel.

Beautiful, functional, fashionable – this watch has it all. And it can be yours during the Fall Fashionista Event! So be sure to check back on October 11-17 to enter to win this stunning watch as well as over a hundred other amazing fashion related prizes!

I can't wait to see you there!

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