Les Lekku et Vous (pronunciation) is a recent contender in the specialist boutique district in the Sinchi Ring. The district is a hip neighborhood where independent stylists and designers establish their pop-up stores for the season before predictably declaring bankruptcy a few months later as the winds of fashion change and customers leave them for carrion. However, Les Lekku et Vous (LLeV for short) has set out to change this trend.

Although not much better than the other small boutiques that line the streets of the district like so many pastel-colored dung beetles around a fresh bantha dropping, LLeV has a distinct ocean-blue exterior with a pair of mauve arcs flanking the entrance on each side, fashioned to resemble the famous head-tails of Twi'leks and Togruta. A hand-programmed holosign can often be seen dangling in the binary winds outside when the shop is open for business, greeting customers with friendly encouragement to "Embrace the lekku within". Rounding up the immediate exterior is a large shop window made from military-grade bulletproof duraplex, a perhaps overtly protective measure against vandalism by the owner, though understandable considering the fate of her previous venture. The newest collections of the season can be seen within and hardly a day goes by that something new and interesting cannot be spied at the cutting edge of lek-accessories.

Within, the petite and brightly lit shoppe is surprisingly spacious with the walls lined with shallow shelves upon which mannequin lekku stand, bedecked in the finest hand-knit lekwarmers and lek-jewelry. Expert assistance is provided by a 3PO-series protocol droid with a pair of lek-prosthetics attached to its head. The droid, CR3-3PO, has an excellent photoreceptor for detail and has been programmed with the finest trend-filtering data-analytics software to sift through terabytes of chatter on the holonet and sniff out which styles are the hottest for a particular customer's desired uses. This does, however, require the droid to access the customer's profile on some social media accounts, which it sometimes does without explicitly asking for permission. This has, perhaps duly so, earned the droid the nickname 'creepo'.

Available for purchase is a wide arrangement of soft and sleek lek paraphernalia, including a robust selection of prosthetic lekku for those not genetically inclined to possess them. The colorful patterns mingle with suave blacks and golds, offering choices for the casual beachgoer as well as the refined socialite. Although the trend of fake lekku (fakeku) has not yet caught on, LLeV continues to promote a lek-positive mentality and lekku as a fashion platform in the Ring's cut-throat fashion scene. Some signs of this have become apparent as several trendy nightclubs have seen an influx of lek-headed patrons, wearing the finest in lekwraps and tipsheaths.

Though the owner of the establishment rarely has time to visit, she continues to have a direct hand (and lek) in the production and design of her wares. So much so that at times, shortages in stock have caused aggravation in the clientele looking to purchase more than two pairs of the same design. Being a highly demanding craft, the manufacture of lek-accessories remains a fairly competitor free business, although this lack of supply has seen some patrons take their business elsewhere and buy bootleg lekwarmers instead.

These simplistic tubes, often repurposed ankle warmers or long-legged socks, have nothing in common with the noble lekwarmer, of course, but to the uninitiated they may seem genuine in the neon shadows of the Sinchi Ring's nightlife.