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For immediate release

EXCLUSIVE heidi FASHION BOUTIQUE OPENS TO THE PUBLIC
VIP grand opening hosts top designers

SCOTTSDALE, Ariz. – Sept. 27, 2005 – *heidi*, a new exclusive, high-end clothing boutique set to open to the public in Scottsdale on Saturday, November 5, will showcase a number of designers that have yet to hit the Arizona market. The opening will also bring several celebrity designers to the city for its VIP grand opening event.

heidi Fashion Boutique boasts more than 40 popular designer lines of women's clothing, lingerie and accessories. Several of the trendy lines are fairly new to the Valley, such as Doris Ruth; Mimi & Coco; June; Shoshanna; Georgie Alexander; Young, Fabulous & Broke; and Union Denim. The boutique will be the only store in Arizona to carry celebrity favorite, Karen Zambos, whose one-of-a-kind limited pieces are craved by the likes of Jennifer Aniston and Jessica and Ashlee Simpson, and her "elegantly waisted" belt line (co-founded with actress Selma Blair), will be featured at *heidi*. The boutique will also be the only store in the nation to carry jewelry by local designer Jae Geis.

heidi is the first of its kind in the Troon area, located in close proximity to the Four Seasons Resort. Heidi O'Brien, a young entrepreneur and fashion expert, decided to open the store in this high-growth, exclusive area she calls home because there is no

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comparable shopping in the area. O'Brien is confident the boutique will serve its North Scottsdale clientele well, and will also attract loyal out-of-state visitors.

"The boutique will offer more than just lines you can't find other places," said O'Brien. "*heidi* features personalized service that is simply unheard of in boutiques, such as personalized shopping in clients' homes, as well as a generous return policy and an 'item of the month' feature, where the hottest new item out of New York or Los Angeles will be introduced at a 20 percent discount."

Before O'Brien opens her store to the public, she will host a VIP grand opening on Friday, November 4 that includes a guest list of designers whose fashions will be showcased at *heidi*.

"So far, Karen Zambos will be there, along with Allie Adams, designer of Chicago-based Doris Ruth," said O'Brien. "I'm really excited to bring them to the store to celebrate the grand opening of *heidi*."

The boutique will carry brands such as Citizens for Humanity Denim, Nanette Lepore, Theory, Diane von Furstenburg, YaYa, Trina Turk, Susana Monaco, Paige Premium Denim, Milly, Ella Moss, La Rok and Tracy Reese.

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Armed with a staff of fashion experts, O'Brien plans to serve as her clients' "eyes and ears in the fashion market place." She knows the industry well and is no novice to the business world, having run a third-generation sportswear company, Cascade West Sportswear, Inc., for 12 years in Seattle before moving to Scottsdale last year.

For more information, please contact Jessica Maloof at jmaloof@martzagency.com, or at (480) 344-0194. *heidi* Fashion Boutique is also online at www.heidiboutique.com.

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