



MILWAUKEE DOWNTOWN

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Downtown retail recruiter makes first recruit; Boutique Larrieux to open March 2010

MILWAUKEE, Wis. (January 6, 2010) – Less than one year from the date of her hire, Milwaukee Downtown, Business Improvement District (BID) #21 Retail Recruiter Deanna Inniss has facilitated her first retail deal. Boutique Larrieux, an upscale, contemporary plus-size women's boutique, will open March 16, 2010 with a storefront location at 717 N. Milwaukee St. and e-commerce store, www.boutiquelarrieux.com.

"In my 30 years of retail leasing, it is very unusual to complete deals in less than one year, especially given today's economic climate," said Midge McCauley, a principal of Downtown Works. "More importantly, the use is one that complies with the Merchandise Mix Plan that was created for downtown Milwaukee's central business district."

Milwaukee Downtown, BID #21 hired Inniss, founder and owner of freckle face, in February 2009 to spearhead retail recruitment efforts for Milwaukee's central business district based on the Merchandise Mix Plan developed by Downtown Works – a Washington, D.C.-based consulting firm that specializes in cultivating retail districts. Inniss' primary responsibility is interfacing between prospective retailers and property owners to match new retailers with appropriate spaces.

"Having a central clearing house for businesses searching for space gives downtown Milwaukee a competitive edge," said Mark Gleischman, president of Gleischman Sumner Co., Inc. and property owner of the new storefront location. "Inniss is an altogether terrific ambassador for downtown. Her talents are bound to lead to more wins for downtown."

Besides serving as a liaison between retailer and landlord, Inniss "maintains an available property database, assists current retailers with merchandising and marketing, and advises property owners on how to make vacant spaces more attractive," said Beth Nicols, executive director of Milwaukee Downtown, BID #21.

"Milwaukee Downtown's retail recruiter has been an invaluable asset to my search for storefront space," said Lydia Hamilton, owner of Boutique Larrieux. "The central and vibrant location of Boutique Larrieux positions the new store for high visibility and foot traffic. I'm excited to lead downtown Milwaukee's retail scene."

Boutique Larrieux will offer a superior selection of Ready-to-Wear (RTW) designers and casual/contemporary apparel and accessories for plus-size women. The store will be the exclusive plus-size retailer for American designer, Kenley Collins, finalist on *Project Runway* Season 5, and also feature choice selections by Lundström; David Meister, ystudio; and Kingley and Posh; among others. Personal style assessments, shopping appointments, private parties and workshops will also be available. More info on Boutique Larrieux can be found at www.boutiquelarrieux.com.

Milwaukee Downtown, BID #21, is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 120 square blocks representing approximately 400 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and friendly downtown. Visit www.MilwaukeeDowntown.com for more information.

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