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For immediate release

**EXCLUSIVE *heidi* FASHION BOUTIQUE HOSTS CELEBRITY DESIGNERS AT
VIP GRAND OPENING EVENT**

SCOTTSDALE, Ariz. – Sept. 27, 2005 – Arizona may not yet quite be on the roadmap of the fashion industry, but a Scottsdale boutique will soon put it there as even top designers are eagerly anticipating its opening.

heidi, a new exclusive, high-end clothing boutique set to open to the public in Scottsdale, Ariz. on Saturday, November 5, will host a VIP grand opening event on Friday, November 4. The guest list for the VIP event includes Allie Adams, designer of Chicago-based Doris Ruth and Karen Zambos. Both designers' lines will be carried at *heidi*.

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; Bianca Nero; 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

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will also be the only store in the nation to carry jewelry by local designer Jae Geis.

heidi will attract fashion trendsetters with its in-vogue clothing, personalized services (such as personal shopping in local homes), knowledgeable staff, generous return policy and its “item of the month” promotion that will introduce one of the newest items out of New York or Los Angeles at a 20 percent discount.

“I want to be more than a trendy store; I want to be a fashion consultant to my clients,” said owner, young entrepreneur and fashionista, Heidi O’Brien. “My staff and I will serve as our clients’ eyes and ears in the fashion marketplace.”

O’Brien is confident the boutique will serve its North Scottsdale clientele well, and will also attract visitors from all over the world (especially with its prominent location across from the Four Seasons Resort), including visiting celebrities.

heidi 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.

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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