

News Release
For Immediate Release
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Milwaukee's Fashion District Makes International Headlines

Historic Third Ward Featured in Women's Wear Daily

MILWAUKEE -- With the headline "Brewing to Boutiques, Milwaukee's Style Evolves" Milwaukee's own Historic Third Ward made international headlines in Women's Wear Daily (WWD) recently.

Fashion pioneers like Tom Ford, Donna Karan, Anna Wintour and Sarah Jessica Parker are among the 160,000 subscribers to the "fashion bible" of industry professionals. WWD is *the* daily source for fashion & beauty news, read by top executives, designers, boutique owners, Wall Street analysts, celebrities, & socialites. Milwaukee's fashion district and its new fashion pioneers were featured in the Dec. 27, 2004 edition.

The two-page spread highlights the hot new stores that are remaking the fashion face of Brew City. In the last 16 months, nine new stores have opened in the burgeoning fashion district. Shoppers who once traveled south for their fashion fix now have instant access to contemporary collections showcased on red carpets and in magazines. Isabella Fiore handbags, vintage Prada and Hanky Panky lingerie are just a few of the lines that can be found in the boutiques on Milwaukee's Third Ward streets.

The Milwaukee boutiques highlighted in the WWD include:

J. Bird Boutique
Jennifer Hemberger
415 E. Menomonee
(414) 727-6553

Lela
Carrie Arrouet, Stephanie Sherman
321 N. Broadway
(414) 727-4855

Hers
Elissa Elser
309 N. Water
414-273-4377

Blush
Sarah Brucker
249 N. Water
(414) 272-1718

Moda 3
Christian Deaton
320 E. Buffalo
(414) 273-3333

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Retail development in this downtown neighborhood is happening due, in part, to the vision and hard work of the entrepreneurs featured in the WWD article. The stores expect a combined more than \$2.5 million in sales in 2005. The group also is working to attract additional retailers including a shoe boutique, a high-end lingerie store and additional apparel stores for men and women.

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