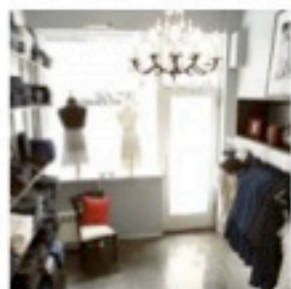


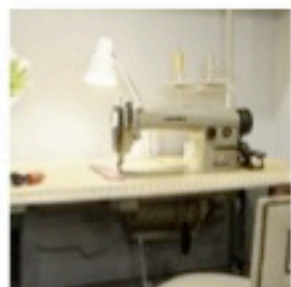


## True to Form

*April 8th, 2008 - New York*



Many a NYC boutique claims to be for the "everywoman" yet stocks no merchandise above a size ten. But True Boutique, a recently opened lifestyle shop in Nolita, has a more realistic perspective that forgoes the all-too-typical narrow sizing range.



Founded by Katie Campbell, who grew up in Martha's Vineyard and has worked as an Emmy-nominated producer in Los Angeles, True Boutique stocks designers on the casual-chic aesthetic tip. And most of the goods, whether they be from emerging labels such as Clock & Dagger, Dallin Chase or the shop's own in-house denim bar, are available in sizes 0-16.

Campbell insists that no matter who the customer is, she "gets the right fit, whatever their size." In line with this ethos, True Boutique offers free alterations by a skillful tailor, who can alter your newly purchased jeans in just 25 minutes. Now that's what we call customer service.



—Robert Cordero