

True Boutique
NEW YORK

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Media Contact

Desta/LLR Consulting

tel 917.302.3694

email desta@llrconsulting.com

KATIE CAMPBELL

Owner, Buyer - True Boutique

Katie Campbell was born and raised on the quaint island of Martha's Vineyard, located off the coast of Massachusetts. Campbell's idyllic formative years included playing golf, captaining her high school tennis team, and scooping ice cream at the local parlor. Growing up in this New England beach town instilled in her an appreciation for seersucker, boat totes and all things preppy.

After attending Emerson College in Boston, Campbell moved west to Los Angeles for employment in the entertainment industry. Working in production, Campbell labored behind the scenes for a variety of networks, including Nickelodeon and NBC. As Director of Production for Bounce Event Marketing, Campbell spearheaded many full-scale productions for major brands such as Lexus, Sony, Mercedes, Steinway and Juilliard. In this capacity she worked closely with a variety of top musical talents, including Beyonce, Sting, Santana, Elton John, Mary J. Blige, Billy Joel, Fleetwood Mac, Quincy Jones and many others, bringing their talents to the stage and to the airwaves. In 2007 her career in production culminated in an Emmy Award nomination for her work on *Great Performances: A Tribute to James Taylor*, which aired on PBS.

As this blond New England girl became a savvy LA woman she indulged her love of fashion with regular shopping forays. Katie embraced California's casually chic style, and filled her wardrobe with premium denim, easy sundresses and strappy sandals.

Campbell honed her eye for fashion by combing boutiques with her girlfriends, noting which styles and fabrications work best on a spectrum of body types. However, Campbell came to realize that she wasn't receiving the same treatment as her "size 2" friends and recognized that in the fashion retail environment there was a real lack of understanding regarding appropriate sizing and fit for a range of shapes. She became intent on filling this void in the marketplace.

Marrying an East Coast native, Campbell moved to New York's Tribeca and has fulfilled her goal of launching a fashion boutique dedicated to providing stylish garments of quality that fit and flatter women, regardless of whether they are size 0 or 16. Katie Campbell's goal for True Boutique is that each customer should depart feeling good about both themselves and their fashionable purchases.

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Evident in the name choice of her new boutique, owner Katie Campbell wants women to be true to themselves, to their sense of style and to their own shape.

To cater to a broad range of stylish women True Boutique offers sizes 0 through 16. Many of the designer collections carried in the store have created the larger size runs exclusively for True at Campbell's request. The boutique also features the services of a professional in-house tailor on site, further insuring that the clientele gets the perfect fit.

"Whether you are a willowy size 0 or a curvy size 14, every woman deserves to wear garments that truly fit and therefore flatter her figure," says Campbell. "Sometimes that means buying a size up and having it tailored down, or making sure pants break at just the right place for the illusion of a longer leg. It's amazing what a difference in one's appearance having a properly fitted garment makes."

True Boutique's line up reflects the time Campbell has spent on both coasts; her preppy roots, her California-girl days and her cosmopolitan experience in New York. As such she has handpicked a selection of emerging designer collections, mixing it with a range of premium denim and a cache of underpinnings and accessories to complete the look. "Each garment we carry is well-made, classic and chic, with interesting touches that makes it special," says Campbell.

Featured designers include New York-based collections Cloak and Dagger, Dallin Chase and Vandelborne. Denim lines range from oldies-but-goodies like Jordache to new favorites Guido and Mary, Beija Flor, James Jeans and more. Featured accents include jewelry by DAC and Fallon and lingerie by Dessous.

True Boutique is located at 278 Mott Street (between Houston and Prince). For additional information visit: www.betrue NYC.com.

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INTRODUCING “TRUE BOUTIQUE”

New retailer brings refreshing fashion concept to Nolita

New York City. Katie Campbell, Emmy-nominated TV producer, is opening a specialty apparel boutique that provides a “true fit.” True Boutique—located in Nolita at 278 Mott Street. Katie Campbell’s retail mission is to present high-quality, well-constructed garment designs available in a variety of sizes and provide on-site tailoring services to achieve the perfect silhouette.

Campbell is passionately committed to her vision, stating, “Whether you are a willowy size 0 or a curvy size 14, every woman deserves to wear garments that truly fit and therefore flatter her figure.” In support of Campbell’s philosophy, some of the designers have extended their size runs exclusively for the boutique (including Cloak & Dagger and Dallin Chase).

Furthermore, True Boutique will supply a highly trained tailor on-site to insure the perfect fit every time. “Sometimes that means buying a size up and having it tailored down, or making sure pants break at just the right place for the illusion of a longer leg. It’s amazing what a difference in one’s appearance having a properly fitted garment makes,” says Campbell. All tailoring is complimentary, separates may take a bit longer than a denim hem. Hems on jeans are and done while you wait; price and timing on more complicated tailoring is assessed on a case by case basis.

True Boutique’s selection includes local emerging designers, high quality denim and a selection of accessories. The clothing and denim ranges from sizes 00 to 16. Campbell plans to introduce local designers each season to provide her clientele with a refreshing variety while giving new talent an opportunity to showcase their creations.

To ensure impeccable service, the screening process to find the best sales professionals will be taken seriously. “Staffing properly is just as important as selecting the appropriate collection in terms of setting our store apart,” explains Campbell. True Boutique is committed to providing unparalleled service to its clients.

True Boutique is located at 278 Mott Street (between Houston and Prince Streets). The store hours are Monday: Closed, Tuesday – Saturday: 12 – 7 PM (with on-site tailor), Sunday: 12 – 6 PM. T: (212) 431-7709. For more information visit www.betrueenyc.com.

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DESIGNERS AT TRUE BOUTIQUE

READY-TO-WEAR

Cloak and Dagger - Sold in sizes 0-16 exclusively at True Boutique

Dallin Chase - Sold in sizes 0-16 exclusively at True Boutique

Enza Costa

Erge

Iron

Marlova

Vandalborne - Sold exclusively at True Boutique

Richard Ruiz

Sheri Bodell

Soni and Cindy

Taylor & Hyde

Tehya

Ugo

Wendy Katlen

DENIM

Beija Flor - True offers sizes 00 - 16

C.enne.V – True offers sizes 12 - 16

Guido & Mary

James Jeans – True offers sizes 0 - 16

Jordache – True offers sizes 0 - 16

ACCESSORIES AND LINGERIE

DAC - True carries a selection of exclusive styles from this jewelry line

Dessous

Fallon Jewelry

Kale Bags

Petra Cosmetic Bags