



IN TUCSON, A NEWLY OPENED LINGERIE BOUTIQUE UNITES THE OPEN AND CLEAN CUT ELEGANCE OF A SPA WITH THE WARM COLORS OF THE DESERT FOR A SHOPPING EXPERIENCE OF THE UTMOST REFINEMENT.

## Bravo Boutique



Opened in September 2007 in an upscale residential neighborhood in Tucson Arizona, Bravo Boutique can certainly be said to have added a touch of style and panache to the area. Owner Katrina Anderson was inspired to open her lingerie store just over a year ago and after conducting two solid months of research, all the data collected showed that there were ample probabilities a new and upscale lingerie boutique would be successful in Tucson. And it seems Katrina's forecasts were far from wrong. Characterized by an elegant style in the architecture and design, the outside appearance is suggestive of a Mediterranean courtyard with sand colored walls and a large wrought iron gate while the interior has been studied to reflect the upscale welcoming ambience of a spa environment. The sales surface area is a spacious 1000 ft<sup>2</sup> with Italian caramel colored marble tiling, rounded corners, frosted green glass, refined lighting and frosted glass fixtures. Two sleek yet cosy fitting rooms give clients ample space to try on items, while ambient music and warm chocolates add to make the atmosphere utterly irresistible. Katrina has chosen to array the perimeter with functional attractive product displays which give the store an airy, uncluttered feel and leave customers space to walk around and browse. Amongst the best selling brands on offer are Marie Jo, Elle Macpherson and Eres corsetry, Eberjey nightwear, Erin Braxton loungewear and Eres swimwear. Katrina has two assistants on the sales floor and likes to surpass her customers' expectations by providing a superlative service including after hours shopping, private shopping and special home delivery. A delightful store providing to quality service. Bravo Katrina!

**Bravo Boutique, Tucson - USA**

# Newer notables

