

retail profile

REPORTED BY DEENA CAMPBELL

bravo boutique of tucson, arizona

It's all about celebrating curves for Tucson, Arizona's newest lingerie store, Bravo. Founded on the basis of a spa-like setting, Bravo is a giant representation of the female form, as curves are celebrated throughout the boutique.

From the horizontal 's' through the logo, to rounded photographs and curvy wall in the courtyard, Bravo strives to incorporate the woman's curve in every aspect, according to the company.

Opened last September 9, the 1138 square-foot store concentrates mostly on bras offering top brands such as Elle Macpherson, Cosabella, La Perla, Simone Perele, Prima Donna and Fayreform, but it also offers complementary pieces such as panties, loungewear, shapewear, pajamas, maternity and bridalwear.

With Tucson's large population of college girls many of whom have travelled from California, where they are, according to Bravo, "used to having lots of lingerie available," Bravo provides a great local place for lingerie lovers. Tucson also has a very large population of retired and wealthy individuals, so the high-end lines such as Aubade, Eres, La Perla, Simone Perele, Prima Donna and Fayreform are very popular for Bravo.

The average amount that a customer spends on underwear and on a bra ranges from \$80-

\$100, but customers are known to spend anywhere from \$100 to \$500 in a single visit.

"So far everyone is so happy that Tucson finally has a store like this," said store owner, Katrina Anderson. "They've told me

where men shop without being intimidated by women and "Concierge Night," a meet/greet with the concierges from the many resorts and world-class spas in the Tucson area. Additionally, Bravo hosts private events where ladies' groups and wedding groups can have an evening of private shopping, which includes champagne and personal service.

"We have special nights where charity groups can shop with 10 percent off sales," said Anderson. "The sales are then donated back to the organization; it's a great way to have women shop and give back to charity!"

The company said that a key element in Bravo being different than other boutiques is the calm environment and the spa-like atmosphere put forth.

"Bravo is filled with warm chocolate paint paired with creamy tile, walls with colored glass tile on the counter and a ginger and green tea scent machine," said Anderson. "It's nothing intimidating or overtly sexy—just hip,



they'll be back monthly or quarterly to see the new items!"

Although the lingerie boutique only recently opened, it has already hosted several events to introduce the available intimate product lines to its costumers.

Popular events are "Men's Night Only"



fresh, clean and relaxing."

Bravo Boutique is located at 2840 E. Skyline Drive, Suite 140 in Tucson, Arizona. If you can't make it to Arizona, be sure to look for the buyers at Lingerie Americas (New York and Las Vegas), California Mart, and CurvExpo. For more information call (520) 299-1588 2840 or visit www.bravoboutique.com. B