



For Immediate Release:
Natalie Markoff
The Markoff Group
130 West 25th Street, Suite 502
New York, NY 10001
646-688-5254
natalie@themarkoffgroup.com

**Store Adore
www.storeadore.com
Launches Philadelphia with the “Best Of” Awards**

August 11, 2008 - New York City, NY—Store Adore (www.storeadore.com), a personalized web-based guide to the best boutique shopping around the country and online, expands shopping coverage to include Philadelphia.

“After a successful launch of Store Adore in other metropolitan areas, our users were demanding that we add Philadelphia as our next city. Everyone knows that the shopping scene there is emerging, but Philly is one of those towns with great boutiques sprinkled throughout, as opposed to in one central shopping area. Whether you’re visitor or a resident that’s only familiar with the same old haunts, it’s so difficult to figure out where to go. Cristina and I like to think Store Adore has come to the rescue with our editorial reviews, exclusive discounts and printable shopping guides to the stylish City of Brotherly Love.” —Meredith Barnett, Co-founder of Store Adore.

Store Adore was founded by Meredith Barnett, a former editor at *Lucky* magazine, and Cristina Miller, a former management consultant. The founders have been best friends since childhood and are both Harvard MBAs.

The site launched in February 2008 with coverage of boutiques and specialty stores in fashion, beauty, accessories and home in New York and Brooklyn; Boston; Los Angeles; Washington, DC and several hundred e-boutiques. With the addition of Philadelphia as well as The Hamptons, Chicago, and several new online stores in the summer of 2008, the site now boasts 2600+ boutiques, with new stores added every day. Store Adore is often described as a *Zagat* meets *Citysearch* meets Facebook—for boutique shopping.

Passionate shoppers log on to StoreAdore.com and search the site’s extensive database of thousands of editorially profiled boutiques and specialty stores around the country (including over 100 in Philadelphia) and online. Users can also create and download custom shopping maps of popular shopping neighborhoods like Rittenhouse Square, Washington Square West and Old City, and take advantage of exclusive discounts from dozens of stores.

“We believe in the power of the combined knowledge of passionate shoppers, so we encourage Store Adore shoppers to contribute to the site with their own store reviews” says Cristina Miller, Co-founder of Store Adore.

Store Adore Philadelphia Launches August 1, 2008

Read Store Adore’s complete listing of Philadelphia stores, find exclusive discounts, contribute store reviews, and make and download shopping maps at www.storeadore.com.

Other Store Adore Featured Areas:

New York, Los Angeles, Boston, Washington D.C., Chicago, The Hamptons

Read below for a roundup of some of Store Adore’s favorite Philadelphia area stores.

Store Adore Shops Philadelphia

Philadelphia is evolving sartorially, and today it is home to a host of cutting edge boutiques that run the gamut from high-end glamour to on-the-cusp, indie design. Nevertheless, the Philly fashion scene is still very much up-and-coming—meaning that the best stores are scattered throughout the city—and often very well-hidden—and intrepid shoppers must know where to look. Store Adore comes to the rescue with their guides and maps to the best boutique shopping in the stylish City of Brotherly Love.

BEST SPLURGE

Joan Shepp

1616 Walnut Street, Rittenhouse Square

Specializing in distinctive architectural pieces right off the runway, famous Philadelphia retailer Joan Shepp's sleek shop provides exceptional designer selections fit for updating any wardrobe with the best of contemporary design. Fashion heavyweights such as Chloé, Yohji Yamamoto, Dries Van Noten and Jean-Paul Gaultier mingle with covetable shoe brands (Louboutin, Prada, Taryn Rose) in this splurge-inducing loft-like space.

BEST FOR NEW TALENT

Vagabond

37 North Third Street, Old City

One of the most fashion-forward shops in Philadelphia, Vagabond is the area's best bet for emerging designers and cult indie brands. Wander in to find a balanced variety of well-styled, timeless basics; edgy, design-savvy garb; and vintage-inspired classics. At the rear of the store, a section that offers skeins of luscious yarns also serves as gallery space for monthly art shows.

COOLEST STORE AWARD

Sugarcube

124 North Third Street

Innovative new designers and unique vintage wares meet at Sugarcube, a rustic, industrial looking boutique in Old City. The only shop in Philly to stock edgy downtown labels like A.P.C., Doucette Duvall, Lyell and Bing Bang Jewelry, Sugarcube also plucks plum vintage pieces to complement the contemporary clothing—and the 70's heel and boot collection can't be beat.

MOST WELL-HIDDEN

Halloween

1329 Pine Street, Washington Square West

Just finding Halloween can be a challenge. A mere business card in a window is the only marker of what lies within the unassuming building. Once inside—boo!—you'll need to give yourself a moment to adjust to this enchanted oddity of a shop. Vaulted ceilings, a carved ivory staircase, ostentatious chandeliers and Egyptian statues set the tone for the over-the-top, glittering gemstone and semi-precious jewelry that cover every inch of wall space.

MOST POPULAR

Knit Wit

1718 Walnut Street, Rittenhouse Square

The solution to any fashion emergency lies within the stylish walls of this neighborhood staple. Philadelphia and the surrounding area's best-dressed girls come here to snag the latest and most eye-catching contemporary pieces from brands that are equal parts tried-and-true (Diane von Furstenberg, Marc by Marc Jacobs, Miu Miu and Citizens of Humanity) and lesser-known (Rozae Nichols, Notte by Marchesa and Il Bisonte). The shop lives up to its name by providing endless choices of knitwear.

MOST ECLECTIC

Petulia's Folly

1710 Sansom Street, Rittenhouse Square

A shop that merges globally influenced home design with the best in trendy fashion means you can look like you've traveled the world without ever kicking off your designer heels. Folly is a one-stop shopper's paradise, where worldly finds like Indian pashminas, Japanese glassware and antique Italian picture frames can be found alongside contemporary finds like Rebecca Minkoff bags and Nicholas K sweaters. While you try on a structured 3.1 Phillip Lim cocoon coat, you can browse Moroccan embroidered pillows and pick up an Assouline style book and French Laundry soaps for your friends. Grab an empty suitcase and head on over.

BRING YOUR BOYFRIEND

Leehe Fai

133 South 18th Street, Rittenhouse Square

Although the space itself is tiny, what Leehe Fai lacks in physical size, it more than compensates for in variety, with a revolving door of ladylike pieces from brands like Trina Turk, Nanette Lepore, Betsey Johnson and Anna Sui. To offset the shop's ultra-girly vibe, Leehe Fai (a self-proclaimed "boyfriend-friendly" boutique) provides magazines and "man chairs" at the front of the store for your patient shopping companion.