



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

A personalized guide to the best boutique shopping around the country and online

November 1, 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, transitions to a new platform featuring: improved navigation, enhanced internal search, faster page loading, a homepage customized to the users' own city, user discussion forums, the ability to "follow" other shoppers, streamlined account management and improved SEO.

Store Adore was founded by Meredith Barnett, a former editor at *Lucky* magazine, and Cristina Miller, a former management consultant, in February 2008 with coverage of boutiques and specialty stores in fashion, beauty, accessories and home. Original shopping coverage included New York and Brooklyn; Boston; Los Angeles; Washington, DC and several hundred e-boutiques. With the addition of Chicago, The Hamptons, Philadelphia, and several hundred online stores in the summer of 2008, the site now boasts 2700+ 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 Store Adore and search the site's extensive database of thousands of editorially profiled boutiques and specialty stores around the country and online. Users can also create and download custom shopping maps of popular shopping neighborhoods, write their own store reviews, 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.

The new Store Adore brings the user experience up to par with the polished tone of the site's unique content. Like the best boutiques, Store Adore is now addictive when experienced; simple to navigate; easy to browse, and accessible yet full of discovery at every turn.

New features on the Store Adore website include:

- **Improved Navigation:** Shoppers can easily navigate throughout the sites various pages, including store profile pages, user profile pages, maps, forums, discounts and more. Pages load more quickly, and breadcrumbs allow users to note where they are within the hierarchy of pages. Store profiles and discounts are more readable.
- **Enhanced Internal Search:** Whereas the original Store Adore site only searched store profiles, the new site also allows users to search blog posts, user reviews and shopping guides. The ability to

refine and sort search results is now vastly improved, so it is easier for users to drill down to the exact information that they are looking for.

- **Customized Homepage:** Store Adore now recognizes the user's home city, and serves local shopping information. If a user is not located in one of Store Adore's featured cities, the site serves online shopping information.
- **Store Adore User Discussion Forums:** At Store Adore believes in the collective genius of passionate shoppers everywhere. Though Store Adore has always encouraged users to contribute store reviews and comments in the blog, there are some topics that merit a real conversation: Where to score a pair of pink go-go boots? Is it ok to pair black with navy? (We say yes.) What's the best vintage store in Los Angeles? Is it ok to re-gift? The subject matters are endless, as are the answers. The Store Adore Forums encourage shoppers to discuss amongst themselves.
- **"Followed" Shoppers:** Taking a page from the Twitter playbook, Store Adore now enables users to "follow" Store Adore editors and users, staying up-to-date on the activity of other shoppers whose interests and point of view appeals to them.
- **Streamlined Account Management:** Users can now more easily manage their own activities on the site, including their customized shopping maps, store reviews, favorite stores, and followed shoppers.
- **Refined technology** - The new site is built on a superior technology platform. This flexible WordPress platform allows editors to turn around and serve information more quickly and in a more targeted manner; lets programmers build new features such as gift guides and event calendars; is more visible to search engines; and is video-enabled.

Store Adore is not pay for play. The site's goal is to cover the best boutiques — not every boutique — and its writers have vetted each and every boutique for its selection, vibe, and customer service.

Store Adore Featured Cities:

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



ROLLOVER TO SEE
BALI CONCEALERS®
SKIN TONES

BALI
BRAS AND PANTIES
CLICK TO SEE THE COLLECTION

Featured Stores And Cities



Diane Merrick
8001 Melrose Avenue
Los Angeles, California, 33326
[see profile](#)
[see more stores in this area](#)



Beverly Boulevard



Beverly Boulevard



Beverly Boulevard



Beverly Boulevard



Beverly Boulevard



Beverly Boulevard

Exclusive Deals



Agnès B. Los Angeles
A haven for everything your home and heart desire, A Mano (Italian)
[redeem this offer](#)



Agnès B. Los Angeles
A haven for everything your home and heart desire, A Mano (Italian)
[redeem this offer](#)



Agnès B. Los Angeles
A haven for everything your home and heart desire, A Mano (Italian)
[redeem this offer](#)



Agnès B. Los Angeles
A haven for everything your home and heart desire, A Mano (Italian)
[redeem this offer](#)



Agnès B. Los Angeles
A haven for everything your home and heart desire, A Mano (Italian)
[redeem this offer](#)



Agnès B. Los Angeles
A haven for everything your home and heart desire, A Mano (Italian)
[redeem this offer](#)



[see more offers](#)

Guides



Guide Name if the name is long
by: meredith
[view](#)
[start making your own shopping guide](#)



Guide Name long to check width
by: meredith
[view](#)



Guide Name long to check width
by: meredith
[view](#)



Guide Name long to check width
by: meredith
[view](#)



Guide Name long to check width
by: meredith
[view](#)



Guide Name long to check width
by: meredith
[view](#)

[see all guides](#)

Store Adore is your personalized guide to exceptional boutiques on the trendiest streets across the country and online.
sign up for Store Adore and receive a
\$25 gift voucher
[sign up](#)

Blogs

Discount of the Week: Save 20-30% off at Moojoo Ken
Friday, June 27th, 2008
Diane. Store Adore Shoppers save 20-30% at Moojoo Ken! Moojoo Ken ...

Discount of the Week: Save 20-30% off at Moojoo Ken
Friday, June 27th, 2008
Diane. Store Adore Shoppers save 20-30% at Moojoo Ken! Moojoo Ken ...

[see all blogs](#)

Recent forum activity

Discount of the Week: Save 20-30% off
Last Post By: NTownsend7881
Theme: Style Questions

Miami
Last Post By: NTownsend7881
Theme: Style Questions

Patent Leather Bag: Save 20-30% off
Last Post By: anonymous
Theme: Style Questions

[go to Store Adore forums](#)

Latest Reviews

Old Town [x]
Alexandria, VA
by: meredith on August 24th 2008
Everyone has been asking where I got my dress from Fox & Friends. It's

Santa Monica [x]
CA
by: meredith on August 24th 2008
Everyone has been asking where I got my dress from Fox & Friends. It's

Pink Mascara (Online) [x]
by: meredith on August 24th 2008
Everyone has been asking where I got my dress from--by Gypsy, and you ...



ROLLOVER TO SEE
BALI CONCEALERS™
SKIN TONES

BALI
BRAS AND PANTIES
CLICK TO SEE THE COLLECTION

My Profile [Sign out](#)

Home Browse Cities Shopping Maps Discussion Board Blog Find Shoppers Discounts Giveaways Search for

My Selected City Is: Any City/Online (pick a city) Browse These Cities: Philadelphia Boston Los Angeles New York Boston MORE CITIES

Diane Merick Los Angeles, California 7 Shoppers' Favorite
Add To Favorites Send This To A Friend View website (ecommerce)

Beverly Boulevard
8001 Melrose Avenue, Los Angeles, California 323-930-0400

Cult phenomenon A Bathing Ape is shrouded in mystery—and where there's mystery, there's legend. At one point, only the most devout fans of the elusive clothing and sneaker line. At one point, only the most devout fans of the elusive clothing and sneaker line. Cult phenomenon A Bathing Ape is shrouded in mystery—and where there's mystery, there's legend...

[see more locations](#)

Details **Reviews (1)** Guides (0) Add This Store To A Guide

Products: Accessories (All), Accessories: Handbags, Accessories: Other (Scarves, Hats, etc.), Accessories: Shoes, Clothing, Paper, Jewelry, Lingerie, Swimwear, Maternity

Noteables:

- * Best of: Customer Service
- * Best of: Denim
- * Brands: Hard-to-Find
- * Best of: Websites (All)
- * Brands: Popular Boutique-y
- * Features: Celeb Favorite
- * Focus: Clothing
- * Vibe: Grly
- * Vibe: Edgy/Indie
- * Vibe: Contemporary
- * Style: Work-Appropriate
- * Style: Out-Of-The-Town
- * Style: Everyday Casual

CELEB LOOK-A-LIKES

Everyday Girls Transform Into Today's Hottest Hollywood Stars [Watch Video Here](#)

GlamTV

- Spring 2009: Rock & Republic ...**
Watch the sexy spring runway show from super-hot Rock ... VidCat
- Spring 2009: Tracy Reese ...**
Check out the pretty floral print dresses, heron prints ... VidCat
- Spring 2009: Herve Leger by ...**
Super-slim bondage dresses and bathing suits in bold ... VidCat

[See More Videos](#)

Exclusive Deals

AGNÈS B. Los Angeles/ California
A haven for everything your home and heart desire, A Mano (Italian for "by hand") offers a

[redeem this offer](#)

AGNÈS B. Los Angeles
A haven for everything your home and heart desire, A Mano (Italian ... [redeem this offer](#)

AGNÈS B. Los Angeles
A haven for everything your home and heart desire, A Mano (Italian ... [redeem this offer](#)

[see all deals](#)

Stores You Might Also Adore

- Avita Co-Op Melrose Avenue** [see profile](#)

Blogs

Discount of the Week: Save 20-30% off at Moojoo Ken
Friday, June 27th, 2008
Diane - Store Adore Shoppers save 20-30% at Moojoo Ken! Moojoo ken ...

Discount of the Week: Save 20-30% off at Moojoo Ken
Friday, June 27th, 2008
Diane - Store Adore Shoppers save 20-30% at Moojoo Ken! Moojoo Ken ...

[see all blogs](#)

Recent forum activity

Discount of the Week: Save 20-30% off
Last Post By: NTownsend7881
Theme: Style Questions

Miami
Last Post By: NTownsend7881
Theme: Style Questions

Patent Leather Bag: Save 20-30% off
Last Post By: anonymous
Theme: Style Questions

[go to Store Adore forums](#)

Latest Reviews

- Pink Mascara** (x)
Santa Monica, CA
August 24th 2008
Everyone has been asking where I got my dress from Fox & Friends.
- Pink Mascara** (x)
Santa Monica, CA
August 24th 2008
Everyone has been asking where I got my dress from Fox & Friends.
- Pink Mascara (Online)** (x)
August 24th 2008
Everyone has been asking where I got my dress from Fox & Friends. It's from here—by Gypsy, and you ...

[see all Reviews](#)