

**For Immediate Release**

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## **Nicole Marie Brings Style and Service to Concord, Mass Boutique Shopping**

### ***A Shopping Experience Like No Other – Where Europe and LA Come Together***

**Concord, Mass – May 15, 2006** – Marissa Fondots, a leading fashion consultant, today announced the opening of Nicole Marie, Concord's newest full-service clothing boutique.

Nicole Marie features exclusive contemporary designer styles from Europe and America in a European-boutique atmosphere and will be the first in Massachusetts - and among the first in the United States - to carry designers *Princess Tam Tam*, *Gossard*, and *Walter Baker*.

Nicole Marie's personalized service creates a shopping experience like no other in Concord. Experienced and elegantly dressed fashion consultants welcome customers to the uncluttered space with a glass of Champagne or a cup of Italian coffee while the latest fashion shows play on plasma-screen televisions.

"After completing the business plan in 2003 while living in London, I found that I lacked the ideal location," said Marissa Fondots, proprietor of Nicole Marie. "Upon moving to New England last year with my husband, David, I found Concord to be the ideal location. Concord's rich history and charming downtown make Concord the perfect location for Nicole Marie and the exclusive designers it carries."

Nicole Marie earns its cachet through its unique and extensive blend of designer lingerie from Europe and contemporary classics and sportswear from Italian, French, English and American designers. Nicole Marie features such names as Gossard, Blue Cult, J Brand, Lilly Pulitzer, Free People, LA Made, Tocca, Simone Perele, Max Studio, Earnest Sewn, La Coste, Cynthia Steffe and Walter Baker.

(more)

On June 1<sup>st</sup>, Nicole Marie will officially open its doors at 32 Main Street, bringing fashion to a new level in the Greater Concord area.

### **About Nicole Marie**

Nicole Marie is a new boutique located at 32 Main Street in the heart of Concord, Mass. Nicole Marie features exclusive contemporary designer styles from Europe and America in a European-boutique atmosphere and is among the first in the United States to import designer Princess Tam Tam, Gossard, and more. Other designers that Nicole Marie will be carrying exclusively are: Blue Cult, J Brand, Earnest Sewn, Tocca, Walter Baker, Lilly Pulitzer and Free People. In addition to serving the women of Concord, Nicole Marie will be active in local charities. Nicole Marie's first charitable event, a benefit for the Concord Conservatory of Music, will be held in September and will feature designer Walter Baker.

### **About Marissa Fondots**

Seasoned fashion consultant Marissa Fondots has managed a number of fashion boutiques throughout the world. After leaving the workforce to start a family, Marissa assumed the role of personal shopper. During this time, she developed her fresh, upbeat sense of style and her taste for the crème de le crème of luxurious apparel, including Louis Vuitton, Prada, Burberry Channel and Gucci. Last year Marissa moved with her family to Massachusetts to accommodate her husband's new role as a senior executive at Boston Communications Group. When not building her creative and welcoming women's sanctuary for the perfect shopping experience, Marissa Fondots spends time with her husband, David, and two children, Nicole Marie and John David, at their home in Westford, Mass.

Prior to entering the world of fashion, Marissa worked as vice president of marketing for Communications of America.

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