

**For Immediate Release**

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## **Nicole Marie Exclusively Brings Fashion Designers to Concord, Mass**

***Chloe, Missoni, Alviero Martini, Versace and more***

**Concord, Mass – October 24, 2006** – Nicole Marie, Concord’s newest full-service clothing boutique, today announced that they now offer exclusive collections by Chloe, Missoni, Alviero Martini and Tocca.

Nicole Marie features select contemporary designer styles and denims from Europe and America in a European-boutique atmosphere. Nicole Marie is the first in Massachusetts - and among the first in the United States - to carry big designer names like Ted Baker, Earnest Sewn and Gold Sign.

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.

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. “We selected Nicole Marie Fashion Boutique to represent Missoni Sport because of its dedication to excellence, true fashion sense and superior customer service,” said Adalberto Magnini President of Fashion Group USA.

“It is a real honor to have world-class couture designers such as Missoni and Chloe select Nicole Marie to showcase their collections in New England. In the case of Missoni Sport, one would have to travel to New York to view the collection,” said founder Marissa Fondots.

(more)

Fashion Consultant Jenette Bares with the Fashion Advisory Group, consultants for high end retail boutiques, said "We are so excited to see Chloe at Nicole Marie Fashion as we believe Marissa will be a true steward of the See By Chloe collection. We know Marissa will represent it with style and a true sense of serving fashion-conscious woman with passion and dedication."

On October 20, See by Chloe arrived in the boutique and will be followed by Alviero Maritini, then Missoni Sport.

### **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 collections and offer a European boutique atmosphere. Other designers that Nicole Marie will be carrying exclusively are: *Walter Baker, Tocca, Gossard, Argentovivo, Simone Perele, Max Studio, Blue Cult, J Brand, Earnest Sewn, Ted Baker, Lilly Pulitzer, Lacoste, and Tommy Bahama*. Nicole Marie offers shop by appointment and after hours events for its patrons. In spring 2007, Nicole Marie will host a fashion show benefit for the Concord Conservatory of Music.

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