

# GRAND BOULEVARD

— Sandestin® —

## **FOR IMMEDIATE RELEASE**

### **CONTACT:**

Angela Triplett, Public Relations Manager

Howard Group

850.654.9771

[angela@howardgrp.com](mailto:angela@howardgrp.com)

## **Pretty Please Now Open in Grand Boulevard at Sandestin®**

*Whimsy and fantasy greet customers in new children's boutique and design store*

**Walton County, Fla., August 21, 2008** - Pretty Please, an upscale children's boutique, is now open in Grand Boulevard at Sandestin®. This whimsically-designed store carries the latest in children's clothing, furniture, accessories and toys. They specialize in decorating children's rooms and work closely with parents to create the perfect design concept for their child's room.

Everything about Pretty Please is happy, colorful and designed to fulfill children's fantasies – parents, too! From the custom-made castle at the check-out counter to the beautifully arrayed children's bedrooms lovingly designed throughout the store, the newest addition to Grand Boulevard tickles the senses and is sure to bring out the kid in everyone.

"I'm an artist and I love color. Children's interiors are my passion and I create magical environments," said Keely Fell, owner of Pretty Please, who designed the fairy-tale castle that greets customers upon entering the store.

Ms. Fell's background and success in design and interiors helped lay the foundation for pursuing her dream of opening her children's boutique. With her new store, she has plenty of space for attractive clothing and furniture displays. There is also a design area with a large work table where Ms. Fell sits down with customers to select materials and styles for the perfectly decorated room for their child.

"I design one-of-a-kind rooms with a distinct personality. I often meet with moms while they are still pregnant," said Ms. Fell. "It's such a fun job," she added.

**--MORE--**

There is a spectacular selection of children's designer clothing, shoes, accessories and gifts at Pretty Please. You can find stylish ensembles, sportswear, casual and dressy apparel, swimsuits, jackets, hats, hair ribbons – even body bibs for babies! Sizes start at newborn and go up to 14 for girls and size 8 for boys.

In addition to a variety of great gift options, Pretty Please also has the best-looking diaper bags in town. Check out the large array of fun and sophisticated bags for moms who want to look chic while toting around everything for baby that they are sure to need!

“Grand Boulevard is my showcase store and I've made it a one-stop-shop for our customers,” says Ms. Fell, who has plans to franchise her store concept.

Pretty Please is now open in Grand Boulevard on Monday through Saturday from 10 a.m. – 9 p.m. and Sundays from 11 a.m. – 7 p.m. For more information about the store call (850) 650-5988 or visit their Web site [www.prettypleaseonline](http://www.prettypleaseonline) .

**Grand Boulevard** is the new shop, work, play and stay Town Center located in Beaches of South Walton along Northwest Florida's Gulf Coast. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929 or visit [www.grandboulevard.com](http://www.grandboulevard.com).

--END--