

# GRAND BOULEVARD

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TOWN CENTER

A HOWARD GROUP | MERCHANTS RETAIL PARTNERS DEVELOPMENT

# HEMLINE

**FOR IMMEDIATE RELEASE**

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## **HEMLINE LOCATION OPENS IN GRAND BOULEVARD TOWN CENTER IN MIRAMAR BEACH, FL**

NEW ORLEANS, LA (February 26, 2018) – Hemline, a high-end, bohemian-infused contemporary women's boutique based in New Orleans, will open their 27th store at Grand Boulevard Town Center in Miramar Beach, Florida this March.

“We are delighted by the warm welcome we’ve already received from our Florida clients and look forward to serving an entirely new region of the south,” said Brigitte Holthausen, Hemline Founder and CEO. “Not only are we celebrating the grand opening of a new franchise, but also the addition of the state of Florida to our roster of locations.”

The store will be operated by franchisee Dominique Wurzlow Fetzer who also operates the Hemline located in Mandeville, Louisiana. Fetzer has been working with the company for over three years.

“My family has traveled to this part of Florida for over 30 years so in a way it’s like coming home,” said Fetzer, “We are confident this location serves both locals who want a special shopping experience, and travelers looking for a unique piece to take home.”

Holthausen and her late husband, Luciano, opened their first Hemline location in the historic New Orleans French Quarter in 1994. Over the years, Hemline has grown to 27 locations in seven states. The boutique carries an extensive list of high-end vendors

including Bella Dahl, Blue Life, Cami NYC, Chan Luu, French Connection, Hudson, Jen's Pirate Booty and Mignonne Gavigan.

**For more information, call 504.592.0242 or visit [shophemline.com](http://shophemline.com).**

Hemline was established in New Orleans in 1994 with two simple missions: to provide high-quality, unique merchandise to the fashion-forward woman and to create long-lasting customer relationships rooted in the trusted Hemline name and reputation. Hemline offers a range of sought after women's accessories, shoes, and apparel online and in store.

### **About Grand Boulevard**

Grand Boulevard is the shop, dine, play and stay Town Center located on Northwest Florida's Beaches. 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. Grand Boulevard is a Howard Group and Merchants Retail Partners property. For more information, please call (850) 837-3099 or visit [Grand Boulevard](#).

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