

BETSEY JOHNSON.

BETSEY JOHNSON OPENS A BOUTIQUE IN PORTLAND

For immediate release, Portland, OR- Famed New York designer Betsey Johnson will open the doors to her new boutique at Pioneer Place this spring. The 1,000 square foot store will offer customers the complete world of Betsey Johnson, housing signature dresses and all of her accessories including Betsey Johnson handbags, shoes, belts, watches, sunglasses, jewelry, perfume, swimwear, legwear, and lingerie. The retail location will feature Johnson's originality and imagination with its signature pink walls, a black and white checkerboard floor, the designer's eye catching artwork set in ornate frames, rose printed seats, and shiny metal fixtures. Lifelike mannequins and cleverly merchandised product will aim to draw customers in to seek what's inside through the entrance and store windows. All Betsey Johnson retail staff is trained and committed to bringing the best shopping experience to every customer through innovative style and simply, a great attitude. Residing amongst luxury brands, this new location and product offerings are sure to attract an even wider number of Betsey fans.

New York designer Betsey Johnson joined forces with Chantal Bacon in 1978 and started the Betsey Johnson label, as it is known today. Her commitment to remain true to her one-of-a-kind vision has afforded continued success in the clothing fashion industry for 30 years. Starting in 2004, the Betsey Johnson label expanded as a lifestyle brand with the introduction of intimates, handbags, belts, footwear, watches, jewelry, eyewear, swimwear, fragrance, and legwear. Today there are over fifty Betsey Johnson stores worldwide as well as an established wholesale business in international markets. For store locations or product information, please visit www.betseyjohnson.com.

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