



## FOR IMMEDIATE RELEASE

### ***Frolic!*, A New Woman's Boutique Opens in Historic Kennett Square**



**Kennett Square, PA – July 6, 2010 – *Frolic!***, a new women's boutique in Historic Kennett Square opened to the public on Thursday, July 1. Located at 101 W. State Street, the shop features women's apparel, accessories and gifts. *Frolic!* is open 7-days a week: Monday-Wednesday 10-6 p.m., Thursday-Friday 10-7 p.m., Saturday 10-5 p.m. and Sunday 12-4 p.m. Hours are subject to change. *Frolic!* will participate in this week's First Friday Art Stroll and will stay open until 9 p.m. on July 9th. Additional information will be available at [www.frolicboutique.net](http://www.frolicboutique.net)

*Frolic!* is fashion for the fun of it. The boutique features a collection of items for women of a variety of ages and styles. Ensembles will easily take customers from work to play. At *Frolic!*, an array of timeless wardrobe staples are elegantly merchandised next to special occasion selections. Sizes include extra-small to extra

large. Items are made in US, Canada, Europe, and Israel and include unique artisan-made pieces with exceptional handmade details such as hand-woven sweaters. Additionally, the shop also carries jewelry and accessories, including gifts and skin care items. Customers may also schedule a private shopping consultation prior to and following regular business hours.

Owners Cathy Black and Leslie White-Fad have known each other for 20 years and have complimentary business backgrounds. Cathy has previously owned successful boutiques in Lewes, DE and Milford, DE. Leslie's background in public relations, marketing and event management equips her to create the excitement for a new business in Kennett Square. Their combined passion for *Frolic!*'s products is evident in the meticulously merchandised space. Planning their new store in Kennett Square



began last fall, however Cathy and Leslie have been talking about a combined business venture for years. Leslie says, “we love the town, the people are wonderful, and there’s something for everyone,” then follows with, “it’s the 5<sup>th</sup> coolest small town!”

The weeks leading up to the *Frolic!*’s opening on July 1st was ripe with anticipation both in town and online. Located on the corner of State and Union Streets has exposed the store’s internal and external evolution to the public. From an empty storefront, many enhancements were made. A new black awning above the entrance, bold signage, vibrant paint colors, and bold window displays, including the current much admired black and white dresses, have added to the buzz on the street; *Frolic!* is one more great store adding to the charming shopping and dining destinations of Historic Kennett Square. Members of Facebook who are tapped into local happenings even experienced a virtual countdown to the opening day.



Anticipation and excitement for the opening of the new store occurred on the inside as well. The progression of the space and each delivery of new merchandise made the two owners eager to meet the public and become part of the Kennett Square community. Cathy says her formula of a successful new business is, “the right partner, the right location, and professional and pleasant customer service.” *Frolic!* serves all styles; business, special occasion, casual, and everything in between. July 1st was a soft opening for *Frolic!* The owners say they look forward to the store’s official grand opening in fall of 2010.



#### **PARKING**

Patrons of Kennett Square businesses can conveniently park in the municipal garage accessible from North Union Street (Rt. 82) on East Linden Street. Exit the parking garage on foot through the glass doors directly into the downtown.

#### **ABOUT HISTORIC KENNETT SQUARE**

The First Friday Art Stroll, First Friday Craft Market, Kennett Square Farmers Market, and the Kennett Flash are projects of Historic Kennett Square, a non-profit 501(C)3, whose mission it is to actively support and enrich community vitality and pride, to help preserve the historic district and small town atmosphere, to promote economic and positive, productive relationships within Kennett Square and the surrounding townships. For more information including event calendar, visit

<http://www.historickennettsquare.com>

**Note:** High-resolution images are available for download and reproduction by press at <http://www.flickr.com/photos/kennettflash/sets/72157624283236409/with/4755940822/>

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