



FOR IMMEDIATE RELEASE

Green Eyed Lady, West Chester's Popular Vintage Boutique, Opens its Second Location in Historic Kennett Square



Kennett Square, PA—October 12, 2010—*Green Eyed Lady*, a shop featuring vintage and vintage-inspired women's accessories and clothing, opened this fall in Historic Kennett Square. The store is open 7 days a week: Monday-Thursday 11-7 p.m., Friday-Saturday 10-8 p.m., and Sunday 11-4 p.m. Hours are subject to change. Located at 100 E. State Street, the Kennett Square location is the sister-store to the original and popular West Chester *Green*

Eyed Lady. Additional information is available by calling the Kennett Square *Green Eyed Lady* at 610-444-0700 or visiting their website at www.shopgreeneyedlady.com.

Styles of the past are given a new life at the family-owned *Green Eyed Lady*. Layers of unique, vintage and vintage-inspired accessories and clothing adorn the shop at the intersection of State and Union Streets in downtown Kennett Square. The shop features hard-to-find collectible jewelry including costume, Bakelite, and cameos, in addition to belts, hair accessories, and handbags from the 1920s through to today. Tears of colorful chunky beaded necklaces and metal charms make a seamless complement to older pieces, which husband and wife team, Phil and Colleen Cottrell, often repurpose to create updated versions of classic designs. Affordable prices are the hallmark of *Green Eyed Lady*, as much of its inventory is collected in bulk and through estate sales. One gets the feeling of exploring a cool treasure chest of the past when visiting the new store.





Green Eyed Lady is a dream for any woman who appreciates the many styles of the past. In addition to accessories, the shop features seasonal fashions including feminine tops and dresses. The couple also plans to sell some limited furniture of Phil's design and vintage pieces restored to a former or new-and-funky glory. Regarding their array of fun and collectible offerings, Phil says, "it's not about what we have; it's about what the customer does with it."

Owned and managed by Mary Owen, Phil's mother, the West Chester *Green Eyed Lady* has been well frequented by university females since its opening six years ago. Phil and Colleen Cottrell knew that a new location would mean a different clientele. After considering locations in Media and Phoenixville, Kennett Square won the race to become the new location for *Green Eyed Lady's* second store. Phil Cottrell says they selected the rising star of the region due to recent "Kennett is Cool" press coverage¹ and its complementary downtown businesses. "We're really glad we chose Kennett; we've gotten a great response. People are friendly and nice. It felt like the right thing to do."



The duo, with the assistance of Mary Owen, are paying close attention to customer feedback and restocking accordingly. Stating they're "trying to figure out what the community really needs," Phil adds that they're already seeing return customers. As for the future, Phil says, "we like to change all the time; we're always looking for more vintage items."

¹ Kennett Square, PA was recently titled one of the top-ten *Coolest Small Towns in America* via the September 2010 issue of *Budget Travel Magazine*. For more information, visit <http://www.budgettravel.com/bt-dyn/content/article/2010/08/08/AR2010080802762.html>

DOWNLOAD HIGH-RESOLUTION IMAGES (press only)

<http://www.flickr.com/photos/kennettflash/sets/72157624998126821/with/5063593948/>

PARKING IN KENNETT SQUARE

Patrons of downtown 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. Street parking also available.

ABOUT HISTORIC KENNETT SQUARE

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 www.HistoricKennettSquare.com

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