

## **Press Announcement**

### **Premiere celebrates first anniversary in Montclair:**

#### **One year in, the fashion store continues to reshape the face of Montclair retail**

(Montclair, August 2006)

Premiere, Montclair's leading women's clothing retailer, is celebrating the first anniversary of its Bloomfield Avenue store by supplying a wider range of latest fashions to the sophisticated shopper. In line with this objective, the store is changing its name to "Prima", which greater reflects the company's expansion from a store with stylishly casual apparel to one where fashion, leisure and contemporary athletic and lifestyle wear all meet in one fully integrated surrounding.

"Our first year was one with lots of experimentation," said, Tim Gluck, Founder and President of Prima. "It was very important for us to get to know our customer and listen closely to what they were telling us about their thoughts on fashion. From there, we could assemble the most appropriate brands and styles in our store and ensure we are always at the fore-front of the latest in women's clothing and accessories. Our new focus – fashion married with athletic and leisure – fits in nicely to the lifestyles of our customers. Gaining that understanding throughout the year was a huge step for Prima."

Prima boasts clientele ranging from ages 20 to 45 and with the store's strict attention to customer communication they are fast establishing themselves as a retailer that "introduces and inspires" fashion rather than one that "sells and markets".

“Prima has extremely knowledgeable fashion consultants working on the floor of the store. They provide assistance and feedback to the customers and match styles and brands depending on the needs of each unique shopper. Oftentimes there is a lot of follow-up that takes place – situations where our staff seek out appropriate items to complement an individual’s wardrobe,” added Mr. Gluck. “Just as Prima experimented with its customers this year in order to understand them better, going forward we want our customers to come to Prima and feel comfortable experimenting with us as well!”

Appropriately serving the local community is very important to Prima and in the course of their re-branding they enlisted the help of L-Form Design, a local Montclair graphic design firm to help with the changes.

“Until I arrived in Montclair, I had been working my entire life in retail in Canada where I owned several different lifestyle stores. I needed L-Form’s local knowledge to help produce a logo that was in touch with our fashion and in touch with the local and surrounding communities. I’m very excited about what they produced. Premiere is re-born much stronger as Prima.”

Prima are located on 424 Bloomfield Avenue next to the cinema and are open 7 Days a week 10am till 9pm.

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