

For Immediate Release:

LILY'S BOUTIQUE OPENING AT HERITAGE SQUARE

Mishawaka, Ind. – Holladay Properties announced today that Lily's Boutique will be the latest store to join its Heritage Square shopping center at State Road 23, Cleveland Road and Gumwood Road in Mishawaka.

The owner of the new store, Lily Everett, describes her boutique as "a very warm, very relaxed place" catering to the needs of women, with unique products — many of which are handmade. The boutique will carry everything from handmade crystal belts and locally made jewelry, to 7 Jeans and David Kahn apparel, as well as personalized stationery and other items.

Everett, whose husband owns a popular RV company located in Elkhart, divides her time between two residences in Indiana and Minnesota. The new store, she said, will be "a wonderful blend of two states I love." She intends to bring some unique items in from Minnesota, giving local residents a taste of some products they might not otherwise have access to, while still offering the best that Indiana has to offer as well. "I think there's a little something for everyone here," she said.

Manette Tepe, Senior Vice President - Development of Holladay Properties said, "We're really excited to bring in Lily's Boutique, which will offer lots of great products to the women in our area. This is an outstanding addition to the Heritage Square shopping center."

Everett added that the Heritage Square property is a great place for store owners like her. "I've met a couple of the other store owners. Everybody works together, and wants the same thing," she said, adding that her initial Holladay Properties representative was very supportive of her and her ideas. "I've just had a good feeling about it with every step that I've taken."

Lily's Boutique is currently scheduled to open in late July. It will offer approximately 1400 square feet of shopping space, and will feature special architectural details, which will lend to the unique ambience of the store. Everett intends to provide an inviting facility as well as an enthusiastic staff that will give women the one-on-one attention they want and deserve. "From the second people walk in, I really just hope that it's a wonderful experience, and that everyone gets excited about it, just as much as I am," said Everett.

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Once completed, Holladay Properties' Heritage Square, a 230,000 square foot open-air shopping center, will have the perfect blend of upscale retail, restaurants, cafes, and personal services, making it South Bend/Mishawaka's newest and most distinctive shopping experience.

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