

Business *TO Business*

July 8 - 14, 2009 **A-3**

Hayden Peak Crossing offers Heidi Boutique a variety of marketing advantages over previous location

SCOTTSDALE - In early July, Hayden Peak Crossing, located at the southeast corner of Hayden Road and Thompson Peak Parkway just north of the 101 Freeway, will welcome Heidi Boutique, which is moving from its current space at The Villages at Pinnacle Peak.

Heidi O'Brien has developed a large local following for Heidi Boutique which originally opened in 2005, after O'Brien and her husband moved from Seattle where they ran a family owned sportswear manufacturing business - Cascade West Sportswear. Located in a small center just west of Alma School Road and south of Dynamite Road, the four-year-old business has prospered without the benefit of being highly visible or



Heidi O'Brien

having a substantial amount of walk-by traffic.

"We have been very fortunate to have developed a loyal core base of clients numbering more than 3,000 with approximately 250 regulars," O'Brien said. "We feel the move to Hayden Peak Crossing will provide us with exposure that - quite candidly - we have lacked at our present location."

The new Heidi Boutique will be located directly next to Starbuck's within the center, which O'Brien expects to create "an entirely new opportunity for us. The demographic of Starbuck's - one of the nation's most popular brands - fits perfectly with our target. When The Pederson Group came forward with this new location, it

was a 'no-brainer' for us. We are truly excited about making the move."

Occupying 1,115 square feet, the new shop will appeal to "women of all ages," O'Brien said, featuring lines from Susana Monaco, Trina Turk, William Rast and Theory. The new store will also offer a large array of Lucky Star jewelry which has proved to be quite popular with Heidi Boutique customers.

Hayden Peak Crossing has emerged as one of north Scottsdale's most vibrant neighborhood shopping centers. The three-year-old center offers a variety of retail tenants and both sit-down and fast-casual restaurants.

For more information call 480-663-7777.