



## NEWS RELEASE

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### **WHITE HOUSE | BLACK MARKET ADDS STYLE TO ROYAL HAWAIIAN SHOPPING CENTER**

*Sophisticated women's boutique offers the latest fashion in classic colors*

**Waikīkī** – Royal Hawaiian Shopping Center welcomes the exclusive Waikīkī location of White House | Black Market, located next to Furla on the ground level adjacent to the retail arcade. The 2,820 sq. ft. boutique opened in December 2007 and is the second O'ahu location for the renowned brand.

“We are excited about our new boutique at Royal Hawaiian Shopping Center in the heart of Waikīkī,” says Donna Noce, brand president of White House | Black Market. “Our passion is to make women feel beautiful and provide unparalleled personal service and style expertise. We're proud to offer sophisticated apparel and accessories in an atmosphere as special and unique as the women who shop with us.”

The retail brand is best known for its feminine, sophisticated apparel and accessories in timeless shades of white and black. Classic styles attract customers shopping for either formal or casual occasions.

“White House | Black Market's chic and sophisticated style is a perfect match for the world class collection of retail brands and restaurants that are opening at the Center,” said Rosalind Schurgin, CEO of The Festival Companies, developer and property manager of the Center.

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White House | Black Market's refined, elegant line has been featured in national magazines, including "O, The Oprah Magazine", "Allure" and "InStyle". The stylish boutique is open every day from 10 a.m. to 10 p.m. For more information on White House | Black Market, visit [www.whitehouseblackmarket.com](http://www.whitehouseblackmarket.com) or call (808) 924-9174.

White House began as a women's boutique in Baltimore in 1985, offering exclusively white and ivory apparel. It was an immediate success and in 1995, the company extended their classic color focus to debut Black Market, a similar monochromatic themed fashion-forward collection of clothing and accessories; this time in shades of black. The concept proved as popular as White House and in 1997 was combined under one roof as White House | Black Market. The brand now operates more than 300 boutiques nationwide.

It was acquired by Chico's FAS in Sept. 2003 and is headquartered in Ft. Myers, Florida.

Royal Hawaiian Shopping Center, the premier shopping and entertainment destination in Waikīkī, consists of more than 310,000 square feet along a three-block stretch of Waikīkī's famed Kalākaua Avenue. A dynamic mix of 110 world-class retailers, restaurants and entertainment destinations will occupy the unique four-level Center. The multi-million dollar renovation has transformed the dynamics of Waikīkī by providing visitors and kama'āina the largest public gathering space for entertainment and culture while also restoring a Hawaiian sense of place to the physical and operational environment to the Center. The renovation is slated for completion first quarter 2008. The Center is situated on more than six acres of prime real estate in Waikīkī and is owned by Kamehameha Schools. To learn more about the Center or its revitalization project, visit [www.RoyalHawaiianShoppingCenter.com](http://www.RoyalHawaiianShoppingCenter.com).

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