

What's Checking

Paseo Colorado Hits Fashion Stride

By Nola Sarkisian-Miller
RETAIL EDITOR

A nearby Rose Bowl parade and football game drawing a legion of fans were a couple of factors that didn't hurt sales this past holiday season at one of the newest shopping destinations in Southern California—Pasadena's Paseo Colorado. Signs welcoming Nebraska and Miami rooters and offering free stadium blankets with a \$250 purchase were among the promotional factors driving sales in the critical shopping season.

"We were quite pleased with our holiday sales and a number of retailers beat their expectations," said

Manager Valerie Murphy said **Love Amour's** spandex nylon tops, embellished with ruffles, lace-up ties or clear paillettes, are a hit with shoppers. Vivid floral tones, flag looks and pin-up girls are among the popular theme prints.

Customers looking to gussy up are buying **Rayure Paris** black or white shirts in stretch lace and textured stripes, Murphy said. **Votre Nom** woven bottoms and the crushed velvet jackets from Spanish line **Toypes** are also checking.

Denim is the sure-seller at **B. Luu**, said owner Bachmai Luu. **Earl Jean**, **Serfontaine** and **Frankie B.** are the jeans triumvirate on fire, she said.

Serfontaine's whiskered cords in camel, black and brown are the bottoms alternative, according to Luu. Customers are pairing up the looks with **Custo's** boldly colored crew-neck tops and **Anna Huling's** restrained button-down shirts with ruffle sleeves and tuxedo shirts with ruffles.

Luu plans to bolster her marketing efforts soon by hosting martini nights, possibly in conjunction with **Therapy** and other boutiques, to thank her customers.

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