

Edgy Boutiques Test New Territory: Local Malls

By Nola Sarkisian-Miller, Retail Editor

Lease negotiations can be tougher at malls, nor are boutiques spared the red tape endured by chains, especially if it's their first venture. **Bachmai Luu**, an MBA graduate from **Pepperdine University**, had to write a 30-page business plan to convince the developers of **Paseo Colorado** in Pasadena, Calif., that she was serious about retail. Her store, **B. Luu**, opened last September and has been meeting expectations, Luu said. However, mall advertising hasn't been as extensive as she had expected, nor does it always help niche players. So, Luu recently held her own party and fashion show for customers. "My price points preclude a lot of the mall shoppers from buying at my store," Luu said. "So, we're pushing for more targeted parties and in-store promotions to give our customers that exclusivity."