

## Paseo Colorado Bows in Pasadena




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*By Nola Sarkisian-Miller, Retail Editor*

**B. Luu**— The 1,300-square-foot clothing and accessories boutique is a first for **Bachmai Luu**. A former theater director for a film production company, Luu, who has an MBA, was ready to launch her own business. Knowing how difficult it is for rookies to get their first sale, Luu plans to dedicate some of her space and walls to new designers and upcoming artists. Along with designers **Katayone Adeli, Anna Sui, Vivienne Tam, Nicole Miller** and **Catherine Malandrino**, Luu plans to carry local, lesser-known lines **Daly Bain** and the **Great China Wall**. Price points will range from \$40 T-shirts to \$600 leather coats. Decorated in copper and mahogany tones with canopy-covered dressing rooms, the store had a build-out cost of \$200,000, according to Luu, who relied on family and friends for support. She estimates her first-year sales will be \$600,000, believing the mall has "great potential."