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**For immediate release:**

## **JUICY COUTURE TO OPEN PASADENA BOUTIQUE AT ONE COLORADO**

**Pasadena, Calif. (March 2008)** – Fashion retailer Juicy Couture will join Old Pasadena’s eclectic mix of street retail when it opens at One Colorado in May. Known for its chic terrycloth and velour tracksuits, leather and terrycloth purses -- and the signature Juicy Crest “Born in the Glamorous U.S.A.” stitched on the inside tag of each item -- Juicy Couture’s apparel selection includes women’s and girls’ ready-to-wear, baby, shoes, swimwear, timepieces, handbags, sunglasses, jewelry, optic eyewear, small leather goods and women’s fragrances. [www.juicycouture.com](http://www.juicycouture.com)

Existing locations in Southern California include Beverly Hills, Century City, Malibu and Newport Beach.

The One Colorado boutique, located at 37 West Colorado Boulevard in the heart of Old Pasadena, is designed in light woods and soft grays that offset the iconic juicy elements of quirky painted taxidermy, the pink knight, juicy accessory table and pink glass tunnel.

Juicy Couture, founded in Pacoima, California in 1996, has evolved over the past 12 years into a multi-million dollar lifestyle brand. The company currently has 36 retail locations across the U.S and is set to expand to 60 stand-alone retail stores by year-end. Internationally, Juicy Couture retail locations can be found in Italy, Japan, Hong Kong, China, Malaysia, United Arab Emirates, Dubai, and will expand in Asia with 18 to 21 stores by the end of 2008, totaling 83 retail locations worldwide.

One Colorado is an outdoor shopping, dining and entertainment district spanning one city block in Old Pasadena, between Colorado Boulevard, Union, Delacey and Fair Oaks. This award-winning destination unites the urban environment of 17 historic buildings with 25 contemporary fashion and dining attractions, including Juicy Couture, Kate Spade, Armani A/X, Sushi Roku and Crate and Barrel. The One Colorado Courtyard, designed in the tradition of European town squares, is Old Pasadena’s main public space for film festivals, live music, high-quality fine art markets and internationally renowned art installations. [www.onecolorado.com](http://www.onecolorado.com)

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