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HIP.E – BRINGING HIP BACK TO MIRACLE MILE

Offering Contemporary, Ready-to-Wear Fashion Forward Apparel
and New & Vintage Accessories

MIAMI, FLORIDA – April 6, 2007 – With unique brands and the look of a designer home, **Daisy A. Casuso** and **Mari Alarcon-Grimalt** are bringing a new boutique to Coral Gables' signature street of shopping, Miracle Mile. As two hard-working mothers and local philanthropists, Mari and Daisy have combined both their education and love of fashion to open trendy **hip.e** boutique on May 17th, 2007, offering labels never seen before in South Florida in a femininely chic environment in a luxe locale.

hip.e offers unique brands such as Tracy Reese, Vera Wang Lavender Label, Chick and Nicholai by Nicky Hilton, Ted Baker, Paige Premium Denim, Vivienne Tam, Gold Hawk, Sworn Virgins, Bellekat, Bianca Nero, bread & butter, C & C California, Cynthia Steffe, Diabless, IRO, Julie Haus, Magaschoni, Matty M, Plan b, Poleci, Prairie, Sharon Segal, TAG Jeans and Walter.

In addition to its high fashion product mix, **hip.e** creates a relaxed atmosphere with a funky vibe, offering champagne and coffee daily to shoppers. The boutique incorporates a myriad of design styles including a red Murano chandelier, contemporary black and red lacquer mirrors, an Indonesian table and a white lacquer French chair with a red printed cushion accompanied by an oriental rug. With flat screen TV's and chic, relaxed décor, **hip.e** is inviting to men as well, providing a great kick-back environment when escorting their girlfriends or wives on shopping excursions.

"We always knew that we would open a boutique. It was just a matter of time and fate to take its course. We both feel that a business should be run by owners who love what they do and believe in what the business stands for. A business should be fun, but at the same time be organized. With all this in mind we are thrilled to offer the best of the best to our clients – with a smile!" says owners of **hip.e**, Daisy and Mari.

hip.e, located at 359 Miracle Mile in Coral Gables, Florida, is Miracle Mile's latest go-to-spot for every stylish woman wanting to look and feel her very best while shopping in a chic, comfortable and inviting environment. Carrying contemporary, ready-to-wear fashion forward apparel, as well as new & vintage accessories, **hip.e** is bringing hip back to Miracle Mile.

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