

Grand opening

The Rowdy Boutique

THE NEWEST FASHION HAUNT, the **Rowdy Boutique** — open since January — carries an enticingly stylish mix of designer fashions, accessories and home decor. In line with its chic designer gear, the trendy space has the air of a loft, clad in crimson walls and accented with wood floors.

Co-owners **Melissa Owens** and **Kristin Dus** concocted the idea for an upscale clothing boutique after graduating from college.

“We both shared the same vision of opening a boutique where you can shop for the latest styles and trends without the stuffy atmosphere. We started to discover all the quaint places popping up in the downtown central corridor,” Owen says. “Falling in love with the area’s old-school charm, we found the perfect place to make our dream a reality and bring our flair to Phoenix.”

The inspiration for naming the swank boutique came out of the need for a catchy moniker that mirrored trunk shows they organized known as “Rowdy Parties,” where friends and fellow fashionistas could “shop and socialize.”

“Many boutiques are very intimidating with their prices and atmosphere,” Dus says. “We wanted

to combine high fashion and boutique lines at decent prices, providing a one-stop shop with a friendly atmosphere.”

The Rowdy Boutique features a host of high-end designer wear including:

- **575 Denim**, a Los Angeles-based, vintage-inspired denim line that has drawn a celebrity cult following including **Cameron Diaz**, **Jennifer Lopez**, **Tara Reid** and **Kerry Washington**.

- **Dakota Martin**, known for classic pieces with a trendy twist, like the silk scarf halter with detachable beaded necklace.

- **Single Dress**, marked by the use of luxurious fabrics and custom fabric prints reproduced from original artwork from Italy and France.

- **Gina’s Original Gems** by Phoenix jewelry designer **Gina Burns**, one-of-a-kind pieces made from an array of gemstones and beads.

Other lines include **Level 99**, **Pathway**, **Junk Food T’s**, **Christian Audigier**, **Susana Monaco** and **William Rast**.

Details: The Rowdy Boutique, 4717 N. Seventh St., Phoenix. (602) 277-0510. Hours are 10 a.m.-6 p.m. Mondays-Saturdays. therowdyboutique.com.



Single Dress Rachel silk print dress, \$264.

Leather clutch, \$38.



Hollywood Fashion Tape, \$8.50

Pathway Deer Hunter tee, \$40.

Dakota Martin silk necklace halter, \$154.

Red coral bracelet, \$38.

575 Denim OC Light jeans, \$180.

Tano laced hobo handbag, \$192.

If The Shoe Fits, Buy It In Every Color

Decorative pillow, \$24.



WRITTEN BY **MIGNON A. GOULD** • PHOTOS BY **N. SCOTT TRIMBLE** AND **NICK OZA**

Jade dangle earrings, \$18.

Level 99 Typhoon linen pants, \$100.