

SERENELLA 30

For Immediate Release – Serenella 30

Serenella, the top fashion destination in Boston is celebrating its 30th anniversary in 2010. Leslee Shupe, Serenella's present owner, will host a dinner on May 12th, 2010. It will reunite some of the top names in fashion for an evening of international style.

Serenella 30 will be a year-long celebration of the store that brought international fashion style to Boston.

About Serenella

Serenella (the lilac flower in Italian) is the creation of **Ines Capelli**, its original owner, who opened the store in 1980. It was a time when fashion was exciting but the retail environment, especially in Boston, was not. Serenella was the first specialty store to approach fashion in a highly edited and focused way.

Relying on her heritage and knowledge of the Italian fashion world, Ms. Capelli consistently selected the best of the best from a list of new designers who eventually became worldwide fashion successes. Names such as Dolce & Gabbana, Moschino, Narciso Rodriguez, and many others, were first featured at Serenella in Boston.

In 2003 **Leslee Shupe**, Ines Capelli's longtime assistant, bought the store from Ms. Capelli. A Boston native, Ms. Shupe has continued Ms. Capelli's tradition of traveling the world to seek out the best of the best from new and established fashion talent that define fashion and style internationally.

Ms. Shupe also expanded Serenella as a fashion incubator by featuring new designers of the millennium such as **Tomas Maier**, **Boy Band of Outsiders**, **Sophie Theallet**, **Thakoon**, **Bottega Veneta** and many others. Serenella now also has pop up stores in Palm Beach and Nantucket to accommodate its jet setting clientele.

Serenella is one of the main reasons Boston is now considered a world fashion destination. Over the years Serenella has been voted as a top fashion store in local and national press. Serenella's customers have consistently become members of fashion's best dressed lists.

Over the past 30 years Serenella always offered the women of Boston timeless and intelligent style. This reliance in style and substance above fashion's fleeting trends separates Serenella above all other stores: It is intelligence and individuality expressed through clothing.

At 30 the Serenella story is just beginning.

Press Material

A portfolio of high resolution photographs of Serenella and current season merchandise selections are available on our website at: www.Serenella-Boston.com/Press

To schedule an interview with Leslee Shupe, please contact John Simoudis at press@serenella-boston.com.

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