

# Scotts Valley Welcomes Jill Alexander Designs and the Opening of her Flagship Store!

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Stay on trend and in style, while supporting new business in Scotts Valley. Jill Alexander Designs features contemporary fashion, and now in addition to their existing "black label" plus size options, they also carry sizes 2-24 for all of your fashion trends and needs. They specialize in dresses and separates to fill your wardrobe, and the team of stylists at Jill Alexander can make suggestions to help you put it all together. From clothing to a variety of handbags, shoes, and jewelry they will help you to find the perfect look to fit your curves and your lifestyle.

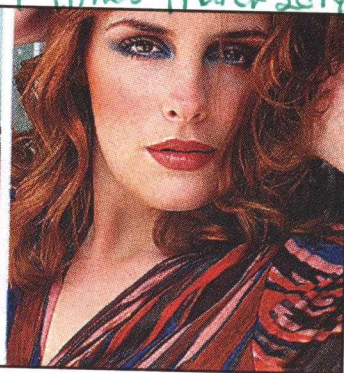
Along with the Scotts Valley and Santa Cruz Chambers of Commerce, Jill and her team

hosted a Grand Opening party to feature their new store in Scotts Valley. The event

kicked off with a Red Ribbon cutting ceremony, hosted by the Scotts Valley and Santa Cruz Chambers of Commerce and Scotts Valley city Dignitaries. The fun continued with a fashion show, featuring looks right off the runways of London and New York. Jill has recently been featured in Italian Vogue, who also made an appearance at the Grand Opening event.

in Los Angeles and New York. Her work has been featured in several magazines, including People, Lucky, and Vogue. Jill's success is centered on some of her core values: "Invest in things that make you feel good." "Buy things that fit you right now." "Dressing comfortable can still look sexy." and "An effortless look can be effortless." She accentuates the body using her extensive knowledge of high quality fabric to create comfortable fits.

Jill Alexander Designs believes that every woman has a right to look and feel beautiful. Come see her and her team of stylists in action in the company of your neighbors, fellow Chamber and community members!



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**Jill Alexander Designs**

Jill Alexander Designs has been featured in Full Figured Fashion Week

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