

Burlington prices attract mall browsers

✓ Capitola Mall

By JONDI GUMZ

jgumz@santacruzsentinel.com

CAPITOLA — With chilly temperatures forecast to replace unseasonably warm weather, Burlington Coat Factory picked a good time to open in the Capitola Mall.

The national retail chain opened Thursday in a 6,000-square-foot space filled with name brands at discount prices. The store attracted many browsers but nothing like the rush when Marshalls opened in Santa Cruz last month.

Among Burlington's bargains: A full-length down coat from London Fog, \$119.99 instead of \$300, a Jones New York white suede jacket, \$79.99 instead of \$225, and Donald J. Trump leather gloves, \$29.99 instead of \$72. The most expensive item: a men's leather jacket by Cole Haan, \$349.99 instead of \$695.

"It's a nice store," said Betty Suerdieck, 83, of Aptos, who has shopped at Burlington's stores in North Carolina and San Jose.

"They have good brands," said Erin Wyrick, 20, of Santa Cruz, citing Guess as an example.

"Those purple pea coats are cute," said her friend, Zuleyn Morales, 23, of Corralitos, who found the prices attractive.

Both, however, left without making a pur-

chase.

Burlington regional manager Dave Waters was looking for places to display another 180 cases of newly arrived merchandise.

He called the store a "pop-up" because employees got it ready to open in four days. It will remain open for the holidays.

Other temporary stores in the mall, taking advantage of the holiday shopping season, include Toys R Us Express, a smaller version of the superstore in Santa Cruz, and Perrix, an accessories retailer from Northridge in Salinas trying the Capitola location.

Perrix sells handbags, offering glitzy imported purse priced at \$14.99, but it's located in the section with less foot traffic near the empty Gottschalks.

Target is scheduled to open in the Gottschalks space, after a remodel, in 2012.

Other retailers have set up selling spaces in the walkways.

Luke Eddington, 19, of Santa Cruz, said it was his first day selling kids' Crocs for Beck's Shoes outside the main store. Eddington is working full-time for the holiday after traveling to South Africa and Mozambique as a missionary.

Two more stores are aiming to open by the day after Thanksgiving.

Caesar's Etc. will sell wraps in the food court, and Venatious, a 3-D gaming shop out



SHMUEL THALER/SENTINEL

Burlington Coat Factory is the latest retailer to open a store at the Capitola Mall.

of Scotts Valley, will offer couches and consoles for players.

"We're really seeing a pickup," said Lisa

Porter, the mall's business development director. "Target brought the mall to the community's attention again."