



## **This Shoe Fits at Biltmore Fashion Park**

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### **FOR IMMEDIATE RELEASE**

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#### **THIS SHOE FITS AT BILTMORE FASHION PARK**

#### **Internationally Known Luxury Shoe Retailer, Roberto Botticelli, Opens First U.S. Store at Biltmore Fashion Park**

PHOENIX - Aug. 30, 2007 - Phoenixians' walk will turn into a strut as top Italian shoe designer, Roberto Botticelli, debuts its U.S. launch at Biltmore Fashion Park, on the prestigious corner of 24th Street and Camelback Road.

The Roberto Botticelli store, opening in late October, will be the chain's premier North American flagship store. Like the other locations in the world's most fashionable cities, the Phoenix location will offer a selective range of handmade and exotic Italian shoes, handbags, and accessories.

Before the U.S. launch at the Biltmore, Roberto Botticelli's highly coveted goods were typically only accessible in Europe. The opening of the store in Phoenix coincides with the introduction of the brand's golf shoes and accessories. Combining luxury, fashion and sports engineering has been the focus of this new sporty line. It's a perfect fit for Arizona's active market.

"The Roberto Botticelli brand perfectly complements the vision and image of Biltmore Fashion Park," said Mary Boyd, Westcor Leasing. "The unique merchandise, attention to fashion detail and commitment to quality by the Botticelli brand are precisely what Biltmore customers enjoy. The fact that Botticelli chose the Biltmore for its U.S. debut speaks to the depth and quality of the center's luxury offerings."

Today, Roberto Botticelli has more than 23 boutiques internationally including Milan, Rome, Dubai and Amsterdam.

"Phoenix was chosen as the first store in North America due to its strong demographics, expanding young professional population, top tourist and golf destination, an abundance of world-class resorts and the increasing demand for luxurious fashion," said Sherry Shahriari and Kevin D'Sylva, Botticelli store owners. "Biltmore Fashion Park's long-deserved reputation as a specialty boutique destination made it a perfect choice for Roberto Botticelli's premier store location in the U.S."

Botticelli is one more example of the excitement that Biltmore Fashion Park has lined up for the fall. There are diverse new or relocating retailers that will have beautiful new shops to offer shoppers this holiday season. Arizona's first CALYPSO fashion store, a new Origin's location built entirely out of materials that are environmentally friendly, L'Occitane and haus will all offer up fresh new locations as well.

For more information on Biltmore Fashion Park and the center's retailers go to [www.shopbiltmore.com](http://www.shopbiltmore.com).

More information about Roberto Botticelli and the new season's products can be found at [www.robertobotticelli.it](http://www.robertobotticelli.it).

Founded in 1969, Phoenix-based Westcor is a wholly owned subsidiary of Macerich. The largest owner-manager of commercial properties in Arizona, Westcor's portfolio currently consists of 18 million square feet of retail space at 28 shopping centers, including 11 super-regional centers, 3 specialty retail centers and 14 urban villages. The company has set the industry benchmark for ground-up shopping center development, such as Chandler Fashion Center, Prescott Gateway Mall and Scottsdale Fashion Square. Additional information about Westcor is available online at [www.westcor.com](http://www.westcor.com).