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SOFIA DEBUTS ON OAK STREET IN CHICAGO

Chicago's Premiere Shopping Destination Opens On Acclaimed Oak Street And Offers Online Shopping Boutique

CHICAGO (February 2010) – Created out of the eras of decades past, Sofia is ready to start a new one in 2010. Formerly located on Clark and Division, Sofia is pleased to announce the opening of its latest store on Chicago's famous Oak Street (72 East Oak) in **April of 2010**.

"We are thrilled to open our newest store on the iconic Oak Street, and to be included amongst the well-known retailers is truly a dream," says co-owner Ashley Zisook. "Our goal at Sofia is to create a one of a kind shopping experience, welcoming every person who walks through the door into the Sofia family"

The 3000 sq ft boutique will be a place where both men and women can come to find one of a kind vintage pieces, as well as current collections from all over the world.

"It is extremely important to us to offer our customers an exciting, fresh place to shop. We hand pick each and every piece of vintage, as well as seek out the most talented, special, up and coming designers in the fashion world," says Zisook.

Named after the impeccable and unforgettable actress, Sophia Loren (her birth name is spelled Sofia), the boutique embodies all of the universal style icons qualities of beauty, class and glamour. Sofia offers a vast selection of new and vintage men and women's pieces that can be easily mixed into any wardrobe. Some of the vintage designers include Halston, Lanvin, Yves Saint Laurent, Oscar De La Renta, and Valentino, Chanel, Gucci, Fendi, Missoni and Judith Leiber. Sofia has something that fits *every* style.

Sofia sets a precedent by bringing rare clothing and accessory lines to Chicago. Exclusive designers to Sofia include: MaTias Thread & denim, Ani Lee, and Steven Shein jewelry. Sofia is also a platform for new and emerging designers such as: Seneca Rising, SkinGraft, Chaser, Taxi CDC, Dear Creatures, Numph, Runaway Pony, Lightning Bolt, Harvard Yard, Erica Wiener jewelry, and House of Harlow.

If customers prefer to shop in the comfort of their own home, Sofia invites shoppers to visit the new, online store at www.sofiavintage.com. New items are added daily and can be shipped out that same day.

Personalized Styling

Co-owner, Ashley Zisook, offers a more personalized shopping experience for each and every guest that walks through the doors of Sofia. By utilizing her styling background from the Fashion Institute of Design & Merchandising (FIDM) and spending many years on the West Coast, Ashley works with customer's complimentary one on one in the store to create the ultimate "look" that fits their personality and style. Working with celebrities at Sofia including Leighton Meester, Joe Perry, Cisco Adler and Shwayze, Ashley understands individual fashion needs and is always on top of the latest fashion trends.

About Owners Ashley Zisook and Allison Zisook Goldstein

Co-owners, Chicago natives and sisters with two drastically different fashion styles and backgrounds, join forces to bring Chicagoans unique vintage pieces with a goal to revive class, grace and beauty from decades past intertwined with today's trends. Growing up the sisters were greatly influenced by their late grandmother, Shirlee Mages and mother, Lili Ann Zisook's impeccable style and fashion sense. Along with the women in their life, a family history in retail (their grandfather, Morrie Mages of Morrie Mages Sporting Goods), and their longtime obsession with fashion, the sisters decided to make their dream, a reality.

Coming from completely different backgrounds, Ashley and Allison have combined past experiences and ideas, creating the perfect balance and inspiration for their boutique. Ashley's eclectic risk taking style boasts a California "boho-chic" '70s feel mixed with favorite pieces such as sequined cardigans, jumpers, leather bomber jackets, and piled high gold jewelry. She also claims to have a weakness for oversized vintage sunglasses!

Ashley's array of marketing and entertainment experience began at Rokit Ranch Productions as the Director of Special Events, where she produced numerous fashion shows and introduced musical talent to the venues. She then decided to expand her experience and made the move to Los Angeles, where Ashley pursued a DJ career and also managed a group of entertainers at COI. After dabbling in the music industry, she felt that something was missing and realized that fashion was her true calling. At that point, she enrolled in classes at FIDM and simultaneously partnered with a couple of friends from college to create The Piece. The Piece was a monthly party where they would invite their friends over to essentially play dress up, trying on and ultimately purchasing the women's clothing and accessories that Ashley and her friends had collected from various parts of California. Loving the idea of her newfound concept, but having the void of not being near her family, Ashley returned to Chicago after her two-year stint in L.A., to create something similar to The Piece but on a larger scale, catering to both men and women.

On the other end of the spectrum, Allison has more of a conservative, traditional style. Her favorite pieces include broken-in cowboy boots, gold layering necklaces, boyfriend jeans, and men's blazers for women. Allison has many years of teaching experience in the Chicago Public School system under her belt. She is married and is mother to a precious baby girl, Gracie. She enjoys the newfound time spent with her sister in creating the next chapter in her life.

About Sofia

Launched in the spring of '09, Sofia Vintage features a variety of men and women's vintage clothing, emerging designers, and accessories, at all price points. Located in the Gold Coast at 72 East Oak Street, Chicago, IL 60611. Accepts Cash, Visa, Mastercard, and Discover. Store hours are Monday through Saturday from 11:00am to 7:00pm and Sunday 12:00pm to 5:00pm. Please contact Ashley and/or Allison at 312.640.0878 or visit www.sofiavintage.com for additional information. Parking available: metered street parking, valet available on Oak Street and Chicago & State red line accessible.

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