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## **Dranoff Properties Welcomes Pop-Up Shop “Boutique77” to 777 South Broad for Holiday Seasons**

### ***Boutique77: Where Fashion and Luxury Living Meeting***

PHILADELPHIA, PA-- (September 30, 2010)--Dranoff Properties is pleased to announce the launch of Boutique 77--a 3 month pop-up boutique in conjunction with the popular South Philadelphia clothing store, Showroom 77. The boutique will open at Dranoff’s 777 South Broad location October 5<sup>th</sup> through December 31, 2010 and will accommodate shoppers during the busy holiday season. Boutique77 will offer men and women’s designer fashions and accessories, as well as select furniture and home goods for a limited time. It will be the first multi-label boutique on The Avenue of the Arts and the first pop-up boutique of its sort for Center City Philadelphia.

Pop-up shops have been a growing trend throughout the country, and as a company always at the forefront of its industry, Dranoff Properties saw the potential in these types of stores. They allow for new businesses to try out a particular area where they may be considering opening a store, while garnering all the promotion and sales—without any of the commitment. It also brings more foot traffic to the developers’ building and provides clever new promotional opportunities through a creative partnership.

Showroom 77 is owned and managed by local fashionista Angela Edmunds, and is Philadelphia’s first multi-clothing and accessory label showroom servicing both wholesalers and private clients. Boutique 77 will highlight new and established designers, along with affiliate boutiques and host in-store events to reach the full potential of its short time at 777 South Broad.

“Dranoff Properties is thrilled to be collaborating with Angela Edmunds on this exciting new venture,” said Carl Dranoff, President of Dranoff Properties. “ Not only is this high-end, promotional, pop-up shop a new idea to Dranoff Properties, but Philadelphia has never had a store quite like Boutique 77. I am

very happy that Angela could see the potential in our vision and we are looking forward to having some fun during the short time Angela will be at 777 South Broad.”

Boutique 77 will host its official red carpet launch on October 2<sup>nd</sup>, 2010 from 8 p.m. to 12 midnight—just in time for Philadelphia Fashion week—and will feature a mini-fashion show, a guest DJ, food by Ms. Tootsie’s RBL and desserts by Brown Betty. Anyone interested in attending this event should RSVP at [info@showroom77.net](mailto:info@showroom77.net).

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### **ABOUT DRANOFF PROPERTIES**

Dranoff Properties was established in 1998 to create unparalleled residential destinations that transform and revitalize the urban core. Led by nationally recognized visionary and urban advocate Carl E. Dranoff, the firm specializes in developing character-defining projects that rejuvenate neighborhoods, cities, and regions. Over the course of ten years, the company has developed a portfolio of award-winning, nationally recognized projects. These projects are livable, walkable, sustainable communities that breathe new life and vitality into the community. The Dranoff portfolio of properties includes the preservation of historic buildings, the adaptive reuse of structures from the industrial past, as well as the ground up development of entire mixed-use communities. Please visit [www.dranoffproperties.com](http://www.dranoffproperties.com) for more information

### **ABOUT SHOWROOM 77**

Showroom77 launched as the new division of Ms. Edmunds’ company Sarai Style fashion department servicing buyers and private clients. The showroom also consists of a styling department, which has provided services in the film and music industry. Showroom77 has been featured in the Tribune, The Inquirer, Philadelphia Weekly – Philly Blogs, and Uwishunu among others. The Greater Philadelphia Marketing and Tourism Corp. has recognized Showroom77 as one of Philadelphia’s top places to visit in the retail community. For more information, please call 215.868.3812 or call [angela@showroom77.net](mailto:angela@showroom77.net).