

Velvet Lush to Open Newest Boutique Location in Montclair



Montclair, Apr 4, 2019 ([IssueWire.com](http://www.IssueWire.com)) - Velvet Lush, a premier New Jersey womenswear boutique, announced today that it will open its newest location in Montclair this month. Formerly of Woodland Park, Velvet Lush offers contemporary clothing, accessories, and shoes for women of all ages. The company plans to introduce its Spring/Summer and Resort collections at their themed opening this month.

Velvet Lush prides itself on being more than just a boutique, instead, the brand eludes to itself as a lifestyle. The store features the ultimate shopping experience including distinguishable customer service, Instagrammable moments, and serves as a hub for all creatives. The store has formerly featured *Vogue* mentioned collaborations with other brands, open mic and live music nights, and other innovative events. The merchandise itself is of high quality, functional, and trendy. Velvet Lush holds itself to redefining the traditional brick and mortar experience.

Tiffany Rolston, Owner of Velvet Lush, commented "Velvet Lush is honoured to open its newest location in Montclair, a premier shopping location in New Jersey. Montclair has so much to offer, both businesses and consumers, and I am elated to be a part of such an incredible community. Velvet Lush will continue to offer clients, both new and old, an extraordinary experience."

The new store located at the corner of Walnut and Forest St. is in the picturesque Walnut Street District. Located at 123 Walnut Street, Montclair the store features an all-white Casablanca style exterior that eludes to a minimalistic, yet chic style interior filled with nude colours, nature, and natural light. Surrounded by other unique shoppes and eateries, Velvet Lush will serve as the new anchor of the district along with the Walnut Street Train Station.

Velvet Lush will host an official opening on Saturday, April 13th with an Opening Celebration scheduled from 12pm-4pm. The swanky kickoff experience will include a ribbon cutting, DJ entertainment, champagne, discounts, meet and greets, and much more! The event is open to the public and all are invited to attend. Following the event, the store will be open Tuesday-Sunday from 10 am to 7 pm daily. For more details, visit <https://velvetlushboutique.com> or call the store at 973-707-2932.

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