

**For Immediate Release**

### **Asheville Boutique Relocating to Davidson**

#### **Southern Bella – Charming Gifts for a Girl and Her Home**

DAVIDSON, NC (September 4, 2007) – Southern Bella, a gift and clothing boutique, is relocating to Davidson. The owner, Carrie Westall, has fine-tuned her inventory by searching coast-to-coast for unique gift items including books, candles, toiletries and wall art, plus clutches and wallets from Hobo International. In addition, the boutique also carries clothing items from Rebecca Beeson, Max Studio, Kensie, Comfy and Wish. From basic pieces, such as solid t-shirts, to cocktail dresses, Southern Bella aims to please women with many tastes and styles, with many lines not previously available in the Lake Norman area. With the relocation, the boutique will also be adding new gift lines for baby and several lines of pajamas and sleepwear.

Originally, the boutique opened in 2002 at historic Biltmore Village in Asheville, North Carolina, near the famed Biltmore House. After five years of hearty business Carrie has moved to the Charlotte area and is pleased to have found Davidson. “I grew up in a small town, so Davidson feels like a home away from home.” Carrie further explains that not only is Davidson a great place for her business but adds that she would like to be an active member of the community and looks forward to building relationships with the residents. “This boutique furthers our vision of an eclectic downtown arts district in Davidson,” according to Kathleen Rose, Managing Partner of South Main Square, where the boutique will be located.

“We are excited to have this addition to the Arts District,” according to Kate McIntyre, Director of Downtown Davidson, Inc., a nonprofit focused on the preservation and success of the downtown area. The store is scheduled to open in October at South Main Square, located at 428A South Main Street, Davidson. Hours of operation are 10:00 to 6:00 daily with extended hours Fridays and Holidays.