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Media Release

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Artfully Selecting Spring Fashions for West Michigan at Jade

Rockford, Mich., Feb. 9, 2010---Bringing big city fashion to West Michigan is an art form for local boutique owners, like Julie Cronkright of Jade, who match their fashion sense with customer preferences, weather and economy to make smart, stylish buying decisions.

"I shop at the big buying shows and fashion houses in Los Angeles, New York, and Chicago several times a year, looking for trends that suit West Michigan," said Cronkright. "For example, with layering being a hot look for spring, I recently purchased more layered items that allow my customers to incorporate spring fashions into their wardrobes now, despite the cooler weather."

Based on her recent buying trip to Los Angeles, Cronkright reveals other trends for spring include a predominately feminine, Victorian-inspired flair in addition to fun looks giving off rock 'n roll and nautical vibes. Fashionistas can expect popular spring and summer items to include dresses, scarves, cardigans and vests, leggings, blazers, deconstructed denim, boyfriend fits, shorts worn with oversized shirts and boots, handbags in both bold and soft colors, and flowing, embellished fabrics in muted tones like taupe, champagne, soft pink and all shades of gray.



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Known for specializing in contemporary women's fashions and accessories, Jade in downtown Rockford continues to offer many of its usual designer lines such as Rock and Republic and Miss Me, but Cronkright enjoys discovering new designer lines to add an element of surprise for customers.

"I'm buying everyday," added Cronkright. "When I'm not shopping trade shows, I'm still continuously in contact with designers to find the latest in cute, unique items at good price points. I even shop on my days off, ever mindful of what's new in fashion."

Customers can keep up with the latest fashions from Jade by stopping in or visiting the store's new Facebook and Twitter pages: www.facebook.com/jadeclothing and www.twitter.com/jadeclothing. Additional Jade information is available on the web site at www.jadeclothing.com/.

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Editorial Accessories/ Additional Information:

Store hours are Monday through Friday 10 a.m. to 7:30 p.m. and Saturday 10 a.m. to 5:30 p.m. Private buying parties are available after hours by appointment.

Jade opened in 2003 and offers on-trend fashion to stylish women of all ages.

Jade currently occupies 2,400 square feet in a 100-year-old building alongside the Rogue River. In keeping with the appeal of downtown Rockford's shopping district, Jade's vintage-design building features exposed, distressed-looking brick, a 25-foot vaulted wood ceiling with chandelier lighting, a wrought iron gate, a spiral staircase, a terrace overlooking the river, an early 1900s fireplace mantle, and custom made furniture and fixtures.

Julie Cronkright, Owner of Jade, was honored as a winner of the 2007 Business Leaders Under 40 award presented by the Grand Rapids Business Journal.

Jade has been featured in numerous publications including Lucky magazine, Grand Rapids Magazine, Women's Lifestyle and the Business Review Western Michigan.