

HEADLINE

Fashion Forward

SUBHEADLINE

High-End and Fashion Staples at Kaige's Boutique

Paige Holloway is the fashionista, scouring magazines and making numerous trips to markets around the country to bring home the latest in fashion. Kelly Braciak keeps the books while wearing Three Dot, Twisted Heart and Tocca.

Together, Paige and Kelly are the fashionable owners of Kaige's, a boutique as unique as its name.

Inside the quaint store, the ambience is style, style, style. Tables brim with Paige jeans, David Kohn and Level 99. Eclectic Alexis Hudson purses hang on the walls. Sweeties, a popular celebrity brand, gets top billing in the front.

Even the name sounds stylish. The word "Kaige" is an acronym combining "Paige" and "Kelly," and it's the brainchild of the three daughters the longtime friends and co-owners have between them. Since their mothers opened Kaige's in November of 2006, the girls have won the fashion jackpot.

"They're going to be working off their debt forever," says Paige, laughing.

With racks full of Cynthia Steffe, 1222, Alvin Valley and Velvet, it's not difficult to see why. Selectivity is Kaige's trademark, so don't expect to see other fashion-forward women wearing matching outfits around town.

"We model the store after an LA fashion boutique, and that means that we constantly change our inventory to keep it fresh," Kelly says.

Taking the mother/daughter perspective to heart, Kaige's apparel appeals to teens *and* women in their middle years, a mix that makes mothers shopping with their daughters an everyday bonding sight.

"That's what the idea for Kaige's was based on," Paige says. "Mothers and daughters sharing style advice and time together."

KEY POINTS

- Frequent trips to market make for a great selection
- Kaige's Boutique recently donated full wardrobes to participants in ABC's *Extreme Home Makeover: Home Edition*
- Eclectic jewelry from local artists available

CONTACT INFORMATION

Kaige's Boutique

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Hours: M-F 10-5:30; Sat. 10-5