

SHOP EXCELSIOR

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DESTINATION
SHOPPING

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For Immediate Release

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SHOP EXCELSIOR campaign celebrates Water Street as best shopping in the Midwest

New shopping and fashion events celebrate Water Street's retail boom—Excelsior is the destination for a shopping experience. There's something for everyone.

May 25, 2016, Excelsior, MN – As Water Street in Excelsior gets national press for its amazing and unique shopping, dining, family activities and its anchor on Lake Minnetonka, the SHOP EXCELSIOR campaign joins the old stores with the new, the trendy with the traditional, to invite locals and visitors to experience what's fresh and charming-as-ever on Water Street. Excelsior is hosting several shopping and fashion events sponsored by the Excelsior-Lake Minnetonka Chamber of Commerce: Open Late Thursdays, Fashion Week and The Runway.

Event Details:

- **Open Late Thursdays:** New, year-round event where Excelsior becomes your Thursday evening spot. Restaurants feature festive cocktails and specials and stores host special events and stay open late. One example: [GOLDEN RULE](#) will be hosting small events, art camps, and ongoing workshops in their new space WORKSHOP.
- **Fashion Week:** June 17-23 is the first ever Fashion Week with retailers hosting events and promotions all week long.
- **The Runway:** Ending Fashion Week with a bang is The Runway, a fashion show accenting the trends of lake life and the fashions of 11 Water Street stores including [Ooh La La](#), [GRAY Home + Lifestyle](#), [Amore & Fede](#) and [J. Novachis](#). Some boutiques will bring in fashions from other trendy stores—[MPLS / STP Clothing Co.](#) joins [BUCK + FIR](#) for the show and in a Pop-Up-Shop from 7:30 – 9:00 pm. Range Rover/Jaguar will showcasing the latest in fashion on the road. The fashion show will last one-hour with Excelsior stores and restaurants featuring events pre and post-show. Emceed by Kate Raddatz of WCCO-TV, the show is on Thursday, June 23, at Pique Travel ([362 3rd St, Excelsior, MN 55331](#)) with doors opening at 5:30 pm for the 6:30 pm show. Proceeds will support the [Open Hands Foundation](#); tickets are \$30, include two drinks and light appetizers and can [be purchased here](#).

The After Party will be hosted by BUCK + FIR and [The Suburban](#) and sponsored by Smirnoff Sourced. There will be Excelsior Fashion Week Smirnoff Sourced cocktails and samples, live music from Sonically Speaking and people that bring a receipt in to The Suburban during the "After Party" showing they purchased something at a store in Excelsior the night of the event will get a free drink. The party starts at 9:00 pm at The Suburban ([342 3rd St, Excelsior, MN 55331](#)).

Excelsior provides a shopping experience—not a transaction:

In the last two years, Excelsior has been named “[Best Shopping Suburb](#)” in the Star Tribune’s Best of MN 2016, one of Thrillist’s “[Best Suburbs in America](#),” finalist for Parade’s “[America’s Best Main Street 2014](#),” one of Top Value Reviews’ “[50 Best Small Town Main Streets in America](#)” and “[the North Loop of the west](#)” by Allison Kaplan of Mpls.St. Paul Magazine.

Shopping on Water Street is an experience like no other—trendy and fashionable clothing and jewelry for women at stores like [BUCK + FIR](#) and [Primp](#), stylish and high-quality men’s apparel at [J. Novachis](#) (with custom tailoring) and [Brightwater](#), eclectic gifts at newly-opened [Lake Effect](#) and over-40-years-and-running Leipolds of Excelsior, exquisite home décor and design at [que será](#) and [maison / My European Treasures & More](#), toys and games for the kids at [Something Safari](#) and young girls’ active wear at [Iviva](#), fair trade goods at [Farrington’s](#), arts and crafts at [Artworks Art & Frame Inc.](#) and [Lakeside Yarn](#)—the list goes on. See more on the [chamber website](#).

But it’s not all about the shopping; it’s great for the whole family—pets included. Ride your bike on the [Lake Minnetonka LRT Regional Trail](#) fueling up at one of over [12 restaurants](#) that line Water Street with dessert from [Licks Unlimited](#), work by the lake for a day at [The Commons – An Uncommon Workplace](#), hit the beach in the Excelsior Commons 13-acre park on Lake Minnetonka, ride the [historic trolley](#), eat your way through the [Excelsior Farmers’ Market](#), learn the history at the [Lake Minnetonka Historical Society’s museum](#), cruise aboard the [Steamboat Minnehaha](#) or a [Queen of Excelsior](#) public cruise, listen to live music by the water at the [Concerts in the Commons](#), catch the latest movie at the [Excelsior Dock Cinema](#) and finish your day at the [Bird House Inn at Excelsior Bay](#), an 1858 Victorian Italianate B & B right on Water Street.

Attached is more information; [access full media kit](#) with photos (photographer credits in file name), logos and images.

Retailers, restaurants and chamber are available for interviews, please contact Tiffany Winter for interviews and other information.

Watch for details and updates at:

- Excelsior-Lake Minnetonka Chamber: <http://www.excelsior-lakeminnetonkachamber.com/>
- Facebook: <https://www.facebook.com/ShopExcelsior/>
- Instagram: https://www.instagram.com/shop_excelsior/
- Twitter: https://twitter.com/Shop_Excelsior

More Information

Excelsior stores participating in the fashion show:

[Primp](#), [BUCK + FIR](#), [Ooh La La](#), [GRAY Home + Lifestyle](#), [Amore & Fede](#), [J. Novachis](#), [Brightwater](#), [GOLDEN RULE](#), [Cherie](#), [Martin's](#), [DB & Company](#)

Fashion show tickets:

<https://www.eventbrite.com/e/the-runway-tickets-25417539545>

Excelsior dining and drinking:

318 Café, Adele's Frozen Custard, Bayside Grill, Cast and Cru Restaurant, Dunn Bros. Coffee, Excelsior Brewing Company, Hazellewood Grill & Tap Room, Jake O'Connor's Public House, Joey Nova's Pizza, Lago Tacos, Licks Unlimited, Maynard's, Olive's Fresh Pizza Bar, Patisserie Margo, The Suburban, Tommy's Tonka Trolley

Excelsior history sources:

<http://www.excelsior-lakeminnetonkachamber.com/history.html>

<https://www.elmhs.org/>

General Excelsior information:

Excelsior is a city on [Lake Minnetonka](#) in [Hennepin County](#), [Minnesota](#), [United States](#). The population is 2,397. The suburb is located 12 miles west of South Minneapolis.

[Read more on wikipedia](#)

[Google map of Excelsior](#)

Shop Excelsior campaign:

Facebook: <https://www.facebook.com/ShopExcelsior/>

Instagram: https://www.instagram.com/shop_excelsior/

Twitter: https://twitter.com/Shop_Excelsior

Public parking in Excelsior:

Options for parking in Excelsior include on the street, public lots behind Water Street on both sides, Excelsior merchants' own parking and at the Excelsior elementary school.

Quotes About Excelsior

Laura Hotvet, Executive Director of the Excelsior-Lake Minnetonka Chamber of Commerce:

"The shopping district of downtown Excelsior continues to thrive because people look for a more unique and independent retail experience. You can purchase unique and hard to find items in a beautiful, hip lakeside setting. The upcoming fashion week and Runway Fashion show is a fun way to support the local businesses and see all they have to offer in an upscale smalltown environment. How often do you get to wander into a store and know the owner, the owner's story and there is something set aside just for you because they KNOW you?"

Anthony Novachis, Owner of J. Novachis:

"Moving J. Novachis to downtown Excelsior was a key part of our continued growth. Like Excelsior, we have a history we respect, while still working to create a vibrant future. The personalized service our gentlemen receive from our styling services, to our on-site Master Tailor services, go well with the level of customer service and community found in Excelsior. The level of support from other businesses, residents and the Excelsior-Lake Minnetonka Chamber continues to impress us. Plus, where else could I boat to work?"

Bill Damberg, Owner of Brightwater Clothing & Gear:

"One of the aspects that makes Water Street great, is that the shops are owner operated and connects folks that love to peruse cool shops, with the people that love to create great shops. As shopkeepers, we pride ourselves on going the extra mile to accommodate our customers. We all offer as aspect of customer service that is missing in today's big box retail. Call it old fashioned customer service, but it still exists on Water Street, and there is a customer that craves that.

We all do what we do because we love it. It's a labor of love to create and maintain a great shop. Water Street is for people that love wonderful shops and great merchandise offered by real people that have a passion for what they do."

Connie Frederick, Owner of Ooh La La:

"Excelsior.....The city I love for so many reasons..... The charm, people, beauty, history, events, the lake, businesses..... I found Excelsior 30 years ago when I moved to Minnesota and I stood looking out over Lake Minnetonka and knew it was where I wanted to live and start a business. I love where I live."

Shop Excelsior Article/Segment Ideas

Women-owned businesses:

According to Womenable and American Express OPEN's [2015 State of Women-Owned Businesses report](#), women-owned businesses account for only 30% of businesses in the U.S. Excelsior, however, happens to be a breeding ground for women entrepreneurs. Here are some of the women-owned businesses on or near Water Street alone:

1. Golden Rule
2. DB & Company/Ta Dah!
3. The Suburban
4. PRIMP
5. Yumi's
6. Epitome
7. Ooh La La
8. Gray Home + Lifestyle
9. Amore and Fede
10. Maison European Treasures
11. Lakeside Yarn
12. Fleurish
13. Wine Republic
14. Buck + Fir
15. Big Island Swim
16. Martin's
17. Patisserie Margo
18. Empower Chiropractic
19. Farrington's
20. Safari Toys
21. Spirit on the Lake Yoga
22. Kowalski's
23. Capers
24. Iviva
25. Que Sera
26. Amore & Fede
27. Meridian
28. Provisions
29. College Nanny + Tutors
30. The Commons
31. 3rd St Station Designs
32. Myra L. Wang Certified Massage Therapist
33. Angel in the Kitchen
34. The Sitting Room
35. Excelsior Nail & Day Spa
36. Vinaigrette
37. Lake Effect
38. Victor's on Water
39. Bella on the Bay
40. Excelsior Animal Hospital
41. Excelsior Bay Books

Shop Excelsior Article/Segment Ideas

Old vs. new stores:

Excelsior has an eclectic mix of charming stores that have been there for decades and are beloved by locals, and new, trendy stores that attract hipsters from downtown.

New stores:

- Lake Effect
- BUCK + FIR
- GOLDEN RULE
- Primp
- J. Novachis
- South Lake Cycle
- Gray HOME + LIFESTYLE

Stores with history:

- Leipolds (over 40 years)
- Excelsior Appliance
- Provisions (over 30 years)
- DB & Company/Ta Dah!
- Ooh La La
- Excelsior Bay Books
- Artworks Art & Frame Inc.

Stores moving from other cities to Excelsior:

Several stores have either moved their retail location to Excelsior or added another location in the town.

Recently moved:

- J. Novachis
- Epitome
- Que Sera

Another location:

- Primp

Shop Excelsior Article/Segment Ideas

Shopping for gay men:

With a mix of menswear stores with high quality clothing, custom tailoring and luxury accessories, home décor and design stores and specialty food and wine shops, Excelsior is a destination for gay men to shop, dine and spend the day.

Stores of particular interest:

- J. Novachis
- Brightwater
- Maison European Treasures
- Que Sera
- The Sitting Room
- Provisions
- Farrington's
- Wine Republic
- Vinaigrette
- Kowalski's

Make a day of shopping in Excelsior:

There's so much more than shopping in Excelsior. From the restaurant boom to the plethora of family activities, Excelsior is a place to spend the day or weekend.

Excelsior to dos:

- 12+ restaurants within walking distance featuring American, Italian, Irish, Mexican, a French bakery, pizza and more
- Excelsior Brewing Company
- Ice cream at Licks Unlimited and Adele's
- Trolley rides
- Excelsior Farmers' Market (Tuesday afternoons)
- Excelsior Flea Market (Saturday mornings)
- Board a Queen of Excelsior public cruise at the Port of Excelsior
- Paddleboard rentals at Tommy's Tonka Trolley
- Stand up paddleboard yoga by Spirit of the Lake Yoga
- Lake Minnetonka Historical Society Museum
- Walking/riding bikes on the trail
- Excelsior Commons park and beach
- Concerts in the Commons live music events
- New public library
- Make it a spa day at one of several salons
- Stay overnight at the Birdhouse Inn & Gardens

Shop Excelsior Article/Segment Ideas

Pet-friendly shopping:

Pets aren't secondary citizens in Excelsior—dogs are welcome on patios and in stores and you'll see a few resident pets in the shops. Be sure to meet "Boots," a well-known and loved cat that resides in Leipolds store (below).

