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## **GINNY'S UNDERWORLD RELOCATES TO THE SHOPS AT STARWOOD** ***Plano Landmark Retailer Re-Locates to Frisco***

**FRISCO, TEXAS – February 8, 2010** – Ginny's Underworld, a classic women's intimate apparel boutique, is relocating to The Shops at Starwood in Frisco in April 2010. Located in Plano for the last 20 years at Park Boulevard at Preston Road, the popular women's intimate apparel boutique has sold women's undergarments, shape wear, luxury lingerie and accessories and has gained a loyal following of shoppers that expand over generations of women. Owner Susan Towle chose to bring her family-owned store to Frisco to meet the needs of the young and ever-expanding community.

Ginny's will occupy a second generation space of 1,357 square feet. The deal was brokered in partnership by SRS Real Estate Partners and Real Street Properties. The decision to move after 20 years from their present location was based on a tenant referral. This will be the second tenant to join The Shops at Starwood from the Preston Park Village area.

"The growth in Collin County within Frisco and north inspired me to seek a very accessible location off the Dallas North Tollway to expand our reach in the market," states Susan Towle. "The Shops at Starwood is an excellent fit for our specialty boutique and welcome the women of Frisco to bring their mothers and daughters to experience our expert bra fitting and personal service."

Established 40 years ago by Towle's late mother, Ginny Forsberg, Ginny's Underworld first opened in Richardson. Known for their polite customer service and detailed records on their regular client base, Ginny's Underworld became the go-to store for bridal undergarments, bra fittings, lingerie, and special occasions. Ginny's Underworld also sees a client base that spreads over multiple generations of women in the same family who have passed on the tradition of shopping at Ginny's Underworld to their daughters and granddaughters.

"The Shops at Starwood is pleased to welcome a store with so much history in the fashion industry," states Kirk Hermansen of Hermansen Land Development, the owner and developer of The Shops at Starwood. "Ginny's Underworld will be a valuable asset to the women of Frisco and their neighbors at The Shops at Starwood."

Ginny's Underworld will continue to provide undergarment fitting sessions, bridal accessories and shape wear and brands such as Chantelle, Natori, Wacoal and their hip line b.tempt'd, Simone Perele, Bleu Clair by Claire Pettibone and in their new location at The Shops at Starwood. Located between Dimples & Dandelions and It's A Grind, Ginny's Underworld is expected to open in April 2010. For more information Ginny's Underworld and The Shops at Starwood, visit [www.shopsatstarwood.com](http://www.shopsatstarwood.com) or call (972) 867-7252.

**ABOUT THE SHOPS AT STARWOOD:** The [Shops at Starwood](#) is a one-of-a-kind mixed use center featuring specialty dining, boutique retailers, luxury office space and upscale personal service amenities. Its timeless architecture, pedestrian plazas and signature fountain make it a distinctive and elegant Frisco destination for Frisco. With many of the retail owners having roots in Frisco, the atmosphere is much like a neighborhood. Phase III is planned to break ground in 2009. This Phase will offer Frisco's only Class AA Luxury office tower, with structured parking, additional specialty retail, and world class dining.

The [Shops at Starwood](#) opened in November 2006 and has received rave reviews from the media and community. Awards for the center and its tenants include: 2009 WFAA A-List Award Winners, [The Gent's Place](#) for Best Barber and [Pappagallo Classiques](#) for Best in Women's Shoes, 2008 Development/Developer of the Year by Frisco Chamber of Commerce, 2007 Finalist for Developer of the Year by Frisco Chamber of Commerce, [TruFire Kitchen & Bar](#) Best Restaurant by D Magazine, [Kotta Sushi Lounge](#) Best of the Burbs by D Magazine and Best Sushi by Citysearch, Little Heiress Best of the Burbs by D Magazine, [Bonnie Ruth's Café Trottoire et Patisserie](#) Best Neighborhood Restaurant by D Magazine, [It's A Grind Coffeehouse](#) named a finalist in 2007 and 2008 for Small Business of the Year by Frisco Chamber of Commerce and named Best Coffee by Citysearch, [green peridot Aveda lifestyle salon](#) owner, Daniel Lewis named national Fan Favorite on BRAVO TV's Shear Genius and numerous Aveda concept awards, [Sweeney Media Group](#) named 2008 Community Partner of the Year by the Frisco Chamber of Commerce, 2007 Best of Business by Frisco STYLE Magazine and [Century 21 Judge Fite Company Fine Homes & Estates](#) was named one of the Best Places to Work by Texas Monthly Magazine and is the largest Century 21 franchise in Texas.

Tenants include: Bonnie [Ruth's Café Trottoir et Patisserie](#), [It's A Grind](#), [Kotta Sushi Lounge](#), [TruFire Kitchen & Bar](#), [green peridot Aveda Lifestyle Salon](#), [Century 21 Judge Fite Company Fine Homes and Estates](#), [Panache at Home](#), [The Gent's Place](#), [Pappagallo Classiques](#) and [The Cupcakery](#) along with the original tenants [DFW Diamond Design Studio](#), [Learning Express Toys](#), [Piccomolo Italian Ice Cream](#), and [Nationwide Insurance](#). For more information, visit [www.theshopsatstarwood.com](http://www.theshopsatstarwood.com)

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