

PRESS RELEASE

CONTACT: Brittney Lipsett 203.432.2769 Brittney.Lipsett@Yale.edu

For Immediate Release: June 14, 2011

1804 Fashion Footwear Strolls onto Chapel Street in Downtown New Haven

New Haven, Conn – University Properties announces the grand opening of 1804 Fashion Footwear at 1020 Chapel Street in Downtown New Haven. Join University Properties for the official ribbon cutting ceremony on Wednesday, June 22nd at 11 am.

1804 Fashion Footwear was founded on the principle that women deserve to have access to great designer shoes which make them look and feel beautiful for all occasions. Whether shopping for career wear, weekend casual wear or the perfect special event shoe, 1804 Fashion Footwear offers something for every shopper.

“Being a former executive with Nine West Group, I have gained more than 15 years of experience in the shoe industry,” said owner Joseph Ramses. “I am excited to bring my industry knowledge to Chapel Street and provide customers with exceptional shoe shopping experiences from a courteous and knowledgeable staff.”

1804 Fashion Footwear will offer top designer women shoes and handbags priced from \$59-\$89 and will be open 7 days a week. Brands will include: Ak Anne Klein, BCBGeneration, Calvin Klein, Carlos Santana, Dv By Dolce Vita, Enzo Angiolini, Guess, Jessica Simpson, Kenneth Cole, Lauren By Ralph Lauren, Michael Kors, Nina, Nine West, Sam Edelman, Steve Madden, Vince Camuto and many more.

“We are excited to welcome 1804 Fashion Footwear to Historic Chapel Street. Chapel shoppers have long asked for a shoe store in Downtown New Haven,” says Abigail Rider, Director of University Properties. “Once you have chosen your outfit from one of the many award-winning shops and boutiques downtown, high fashion shoes to complete your look are now just steps away at 1804 Fashion Footwear!”

1804 Fashion Footwear will be joining quality retailers along Chapel Street and Broadway including J. Crew, Barnes & Noble Bookstore at Yale, Celtica, derek simpson...goldsmith, GANT Campus Store, idiom, Tracy b, Wave Gallery, and Urban Outfitters. Stores on Chapel Street are open until 6 pm Monday through Saturday. Stores on Broadway are open Monday through Saturday until 9 pm and until 6 pm on Sunday with ample parking available.

Yale University is an active partner in creating a vital downtown and promoting New Haven’s economic development through its community investment program, and as a result is one of the largest payers of real estate taxes in New Haven.

###