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maurices to open in Oneonta

SubHead

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A chain store boasting trendy, affordable clothes for young women will open at Southside Mall in Oneonta today.

Maurices will have a ribbon-cutting ceremony at 11:45 a.m. Friday to kick off sales events, store officials said.

Whether for exercise, work or evening wear, maurices can dress any woman from shoes to lip gloss, local store manager Kristen Shubuck said late Wednesday afternoon.

Customers were stopping in before the store's scheduled "sneak peek" from 5 to 9 p.m., she said.

"I'm so excited about opening," she said.

The 4,900-square-foot store at Southside Mall will cater to teens and women, offering a range of pants, skirts, dresses, tops, footwear and accessories and featuring maurices brands Studio Y and Wear @ Work, a media release said.

"We have something for every woman," Shubuck said.

Renovations at the mall and hiring started last year.

The store manager and an assistant manager are full-time positions, Shubuck said, and the store has about five part-time employees. Applications are "always" accepted, she said, and the store will be open during mall hours.

The Southside Mall location is one of 50 stores that will open across the nation this year, the company release said.

The chain has more than 40 sites in New York, including stores in Ithaca, Elmira, Geneseo, Auburn and Oswego.

J.C. Penney, Fashion Bug and rue21 are among other clothing retailers at Southside Mall on state Route 23.

Maurices is located in the center of the mall, which is regularly open from 10 a.m. to 9 p.m. Monday through Saturday and from 11 a.m. to 6 p.m. Sunday.

Southside Mall General Manager Jessica Dombrowski said maurices opens few stores in mall settings, but the retailer has been interested in the Oneonta mall "for quite some time."

"We are very excited to announce maurices opening," Dombrowski said in an e-mail Wednesday. "The new store is modern and fresh with fashions and price points that are especially appealing to the Southside Mall customer."

Shubuck said the location and management support were among reasons for opening in Southside Mall.

Maurices has monthly community events, such as clothing and animal-rescue drives, she said.

Staying abreast of fashion styles is key to stocking maurices, Shubuck said.

"Styles at maurices don't just change out seasonally," she said in the media release. "We get things as often as biweekly if trends are changing mid-season. People know they can count on maurices to have the most up-to-date looks at prices that won't break the bank."

Maurices was founded in 1931 by E. Maurice Labovitz and is owned by national retailer Dress Barn Inc. The maurices home office is in Duluth, Minn., the site of its first store.

Dress Barn Inc. is traded as DBRN on the NASDAQ exchange, and its closing price Wednesday was \$29.22, up 54 cents or 1.88 percent. The price range during the past 52 weeks was \$13 to \$30, NASDAQ said.

As of Jan. 23, the company operated 837 dressbarn stores in 47 states, 739 maurices stores in 44 states and 899 Justice stores in 45 states and Puerto Rico, the company's website said.

Dombrowski said Southside Mall is owned by Route 23 Associates, managed by FAMECO Management Services and developed by Tristate Ventures.