

# GALLERIA WEST

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## **SOHO BOUTIQUE BY STEPHANIE HORNE OPENS THIRD STORE AT GALLERIA WEST SHOPPING CENTER**

BROOKFIELD, WI – SoHo Boutique by Stephanie Horne has opened a third location at Galleria West Shopping Center, Brookfield’s premiere collection of independent shops and services. SoHo is the latest addition to the area’s leading destination for women’s fashion, health, wellness and beauty.

“It felt like a natural fit,” said Horne about her decision to expand to Galleria West, where SoHo Boutique occupies space off the Atrium. “We’re already seeing great results as new and old customers visit us.” Horne also operates SoHo Boutique locations in Lake Geneva and Milwaukee’s Third Ward.

Horne said the new location is convenient for many current customers who live in the area and will appreciate Galleria West’s free and convenient parking, its emphasis on customer service, and its proximity to other entertainment and shopping centers. And Galleria West neighbors such as Picardy Shoe Parlour and Allure are well matched to SoHo’s clientele.

“We are very pleased to have SoHo Boutique join us at Galleria West,” said Bill Bode, the Center’s Managing Partner. “Stephanie Horne brings a wealth of experience and is a perfect complement to the other fine merchants at Galleria West.”

Horne is an independent, locally based proprietor who has operated boutiques in the metro Milwaukee area for 16 years, often with her two daughters assisting her. SoHo Boutique’s fashions and accessories are a mix of trendy and staple items at approachable price points. Along with private-label merchandise, SoHo Boutique offers top brands like Spanx and Joseph Ribkoff.

Like the other locally based, independent merchants at Galleria West, SoHo Boutique prides itself on getting to know customers and giving exceptional service. Horne and her daughters scout for the latest trends while specializing in “what we call classics with a twist, or things that can be in your closet for years.”

For more information visit <https://www.thesohoboutique.com/>

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**To request an interview:**

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**About Galleria West**

Galleria West, 18900 W. Bluemound Road, Brookfield, WI, is a collection of unique, independent merchants providing customers with a premium shopping, eating and service experience. Galleria West merchants provide unrivaled service, distinctive merchandise, and appetizing eateries for today's diverse consumer. For more information visit

[www.shopgalleriawest.com](http://www.shopgalleriawest.com).