

Arula

SIZES 10-24

For Immediate Release:

Brookfield Welcomes its first Arula Boutique this Spring
Coming Soon to The Corners of Brookfield in Brookfield, WI
<https://www.arula.com>

Brookfield, WI- Arula, one of the brands under the Altar'd State family, will open their first store in Wisconsin at The Corners of Brookfield in Spring 2022. Arula is a unique mid-size and plus-size fashion brand that caters to women sizes 10-24 by providing a curated shopping experience. The ethos of Arula is "Inspired by Beauty."

Arula seeks to erase industry standards and raise the bar for the mid-size and plus-size shopping experience. The new boutiques offer an immersive shopping experience designed to engage the shopper's senses: what she sees, what she hears, what she smells. Arula believes in "the mood-boosting power of beautiful things," that feeling beautiful has a halo effect, and that true connection is brought about when people lift each other up. As a brand, Arula aspires to help its customers leave the store feeling better than when they walked in. Arula will be located just north of Altar'd State on High Street at The Center.

Arula also offers an online retail store found at www.arula.com.

About Arula

Arula caters to women sizes 10-24, providing a curated shopping destination at the intersection of fashion and community. Quite simply we want to provide the beautiful environment she has always longed for, whether shopping for the perfect pair of jeans, a bohemian dress, a great necklace, or decor that brings joy and light to her home. Our guest is a 25 to 35-year-old female who wants to be seen for her beauty, has a passion for giving back, and has a love of fashion. We currently have 17 boutiques in 14 states, with more on the way, plus a brand-new online experience.

About Altar'd State

Altar'd State is a rapidly growing women's fashion brand with 120 locations in 37 states. It feels like a sanctuary- a place of beauty from the inside out. From welcoming experiences and warm associates who make you feel special, to thoughtfully curated products in-store and online, our brand is built upon the founding principles of giving back and making a difference in the world. Beauty that draws you in, a heart that keeps you coming back.

About Vow'd

Vow'd is a different kind of wedding brand. We believe every bride deserves a beautifully crafted dress and accessories at an honest price, and a shopping experience that is uncomplicated and fun. To meet her where she's at, we pair our distinctive product assortment with best-in-class technology solutions for the modern bride, including try-at-home and virtual appointments.

We are a family of brands that brings together our love for fashion and caring for others. Every day, our mission is to help the less fortunate and make a difference in the world.

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