



Milwaukee Downtown, Business Improvement District #21
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Milwaukee Downtown marries another retail deal Zita Bridal Salon to move into George Watts & Son space

MILWAUKEE, Wis. (July 25, 2011) – Zita Bridal Salon, an upscale boutique specializing in wedding gowns and special occasion dresses, will soon occupy 3,900 sq. ft. of first-floor space at George Watts & Son, 761 N. Jefferson St. The relocation of the specialty boutique is the second retail deal coordinated by Milwaukee Downtown, BID #21 and first slam-dunk for new Retail Recruiter Rebecca Byrne.

Work on the new downtown store will begin immediately with an anticipated grand opening of November 2011. In the interim, Zita Bridal Salon will continue to operate at its Whitefish Bay location, 205 E. Silver Spring Dr., until renovations at the George Watts & Son space are complete. Zita Bridal Salon co-owners Marina Kuhn and Cynthia Apfelbach formed a new company, C&M Boutique, in June and are doing business as Zita Bridal Salon.

“Milwaukee Downtown’s retail recruiter targeted Zita immediately as the perfect tenant for the first-floor Watts space,” said Marina Kuhn, co-owner of Zita Bridal Salon. “Rebecca’s tenacity in bringing incentive ideas to the table made our dream a reality. The new, central and vibrant location of Zita positions us for high visibility and foot traffic. The combined services and products of Zita and Watts will make our corner a preeminent destination for brides and event planners throughout the region.”

George Watts & Son is the second entity assisted by Milwaukee Downtown, BID #21 to receive a white-box grant from the City of Milwaukee. White-box grants reimburse owners for costs related to interior improvements such as ceilings, lighting, plumbing, interior walls, electrical outlets, concrete flooring, demising walls, restrooms and HVAC modifications. Either a property owner or a new retail tenant may qualify. The maximum grant amount is \$30,000.

Milwaukee Downtown, BID #21 hired Byrne, founder and co-owner of MODify, in March 2010 to spearhead retail recruitment efforts for Milwaukee’s central business district based on the Merchandise Mix Plan developed by Downtown Works – a Washington, D.C.-based consulting firm that specializes in cultivating retail districts. Byrne’s primary responsibility is interfacing between prospective retailers and property owners to match new retailers with appropriate spaces.

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“We’re thrilled to add Zita Bridal Salon as a tenant to our building,” said Sam Watts, president and general manager of George Watts & Son. “Both Watts and Zita have solid reputations of providing impeccable customer service and products. It’s a perfect marriage that will only enhance the customer experience.”

George Watts & Son and Watts Tea Shop, recent recipient of a James Beard Foundation Award, will continue to operate at 761 N. Jefferson; however, some product lines will be consolidated to the second level.

Milwaukee Downtown, BID #21 created the Retail Recruiter position at the start of 2009 to implement the merchandising strategy developed by Downtown Works – a Washington, D.C.-based consulting firm that specializes in cultivating retail districts in urban centers. The role of Milwaukee Downtown’s Retail Recruiter has brought such successes as the opening of Boutique Larrieux, \$100,000 in white-box grants, and four seasonal pop-up shops – all led by Deanna Inniss, Milwaukee Downtown’s first retail recruiter.

About George Watts & Son

Family-owned and operated for five generations, George Watts & Son is a luxury tabletop and gift emporium located in the historic East Town neighborhood of Downtown Milwaukee. Offering the finest in tabletop products and home décor since 1870, George Watts & Son specializes in everything from lavish luxury to sophisticated functionality to satisfy every whim. For more information, visit www.georgewatts.com or call 414.290.5700.

About Zita Bridal Salon

Zita Bridal Salon has been around for decades in Milwaukee and has provided impeccable service and designer gowns for over 60 years. Started by Margaret Bradley in a stately brick townhouse on Astor St. in 1949, the store became the hallmark of a high fashion boutique. In addition to stocking the shop with elite fashions, Mrs. Bradley decorated the boutique with works from her private collection of modern art. The store was passed on to her daughter, Jane Pettit, in 1978. Current co-owners Marina Kuhn and Cynthia Apfelbach purchased the Bridal Salon in June 2011. For more information, visit www.zitabridal.com or 414.332.9482.

About Milwaukee Downtown, BID #21

Milwaukee Downtown, BID #21 is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 blocks representing approximately 500 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and friendly downtown, while enhancing downtown’s economic viability. For more information, visit www.milwaukeedowntown.com or call 414.220.4700.

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