

Galleria

Shops of Distinction

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KATE AND MELLY – IT JUST GETS BETTER AND BETTER! **Kate Spade Fall Clothing Collection Exclusive to Galleria**

Edina, MN—This autumn, Kate Spade selected Melly at Galleria as one of only a handful of stores in the country to feature the iconic designer’s fall clothing line.

Melly aficionados are already familiar with the store’s selection of Kate Spade handbags and cosmetic bags, which have graced the arms of many a customer since opened in 2006.

“Kate Spade’s fall apparel collection is fabulous,” said Mary Mead, owner of Melly, Minnesota’s only Lilly Pulitzer signature store. “It’s very ‘Jackie O’ and the pieces we’ve hand-selected are perfect for Minnesota’s temperate fall weather.”

Mead and her daughter, Caryn Kelly, chose several to-die-for dresses, classic coats and Spade’s signature separates for fall. Here’s a sampling:

Say Yes to the Dresses. Looking to make an entrance? Look no further -

- The Madeline Bows Emma dress (pictured) is a LBD in a custom woven bow jacquard, featuring a high waist, a low scoop back and a pleated above-the-knee skirt that is sure to turn heads!
- A black, signature A-line dress with a pearl-encrusted, vintage-inspired collar, the Madeline Pearl Gail is an above-the-knee-length skirt with short cap sleeves and on-seam pockets.
- For a dress that flatters your curves, try on the Bisous Lace Dyan. The black cotton guipure lace is perfect for fall, and the enamel studs and rhinestones add texture to the attached grosgrain starburst belt. The scalloped hem falls just above the knees.
- Made of ivory cotton guipure lace, you’re sure to stand out in a crowded room when you’re wearing the mod-inspired a-line Bisous Lace Gail dress. The scalloped hem and cap sleeves enhance the beautiful cut and shape.
- Add some color to your holiday get-togethers with the Madeline Gavriella dress, a lovely lilac piece made of a stunning silk and wool blend. Gathered at the waist and adorned with a silk rose, the dress features graceful draping and angled front pockets.



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Coats of Many Colors. You'll love the coats Melly chose from Spade's collection—just what you're looking for when you're heading to a party, a night on the town or meeting friends.

- The eye-popping Madeline Mona Coat with Bow (pictured) is a stunning black and white swing coat. Crafted with soft Italian tweed, the coat's collar drapes as a large bow at the neck - or it can be removed and worn as a stole.
- The Bisous Bow Trench is a double-breasted trench with a modern, flattering fit.
- The Deborah Peacoat is made from soft blended wool with a high-waisted fit and exquisite detailing.
- Meeting the girls for cocktails? Out walking the dog? You'll want the Kate Spade Stella Chubbie—a cropped jacket in velvety faux-fur. With a removable collar, three-quarter sleeves and a front-snap closure, you'll be cozy as temperatures fall.



Sassy, Sophisticated Separates. Melly is also carrying a hand-picked selection of Kate Spade's fall separates, including the Madeleine Ruffle Placket blouse. A signature look for fall, the sleeveless top features a fancifully detailed bib of ruffled silk twill and a tall collar that ties in the back. It's perfectly paired with the Madeleine Bows Betsy skirt, a full skirt featuring a custom woven bow jacquard and a curved waistband that sits naturally at the waist.

Get a sneak peek of Kate Spade's 2010 resort wear, arriving exclusively at Melly in October 2009!

Melly (www.mellyonline.com), is located at 3327 Galleria in Edina, MN. Melly is the only Lilly Pulitzer Via Shop in Minnesota, and carries other iconic brands including Kate Spade, Longchamp, Eric Javits, Cynthia Steffe, Beth Bowley and Prairie NY. Melly's Galleria store is inspired by New York's Madison Avenue Lilly Pulitzer store. Guests and shoppers will feel right at home in the sophisticated store - Lilly fans will recognize the elegant, subdued color palate that allows the line's brightly-colored clothing to shine. Contact Melly at (952) 929-9252.

About Galleria

Galleria offers an exceptional selection of casual dining, unique local shops and favorite specialty stores wrapped within a sophisticated, relaxed atmosphere. Locally owned and managed by Gabbert & Beck, Inc., Galleria is located at 69th and France Avenue in Edina, Minnesota. For more information, visit www.galleriaedina.com.