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## **New plus-size Boutique Larrieux to open in March by Maureen Post**



Boutique Larrieux will feature designs from Kenley Collins, a finalist for "Project Runway" season five.

We lost several small shops in 2009 but the world of Milwaukee boutiques is bouncing back, and this time, it's for the plus-size woman. Boutique Larrieux, 717 N. Milwaukee St., is poised to open mid-March 2010 with both high-end and affordable options for plus-size women.

"The price point is going to be moderate to designer. We're going to carry luxurious items but also moderately priced things. These are investment pieces to have year after year," says owner Lydia Hamilton.

Hamilton, a Milwaukee area native and a plus-size woman herself, sought to increase the local selection in what she considers an underserved market.

"I'm driven by my overall passion for fashion. There are some options in Milwaukee, standard stores in malls, but I wanted to provide lines from my favorite designers," says Hamilton.

Boutique Larrieux plans to carry apparel and accessories but also offer services like event makeovers, wardrobe overhaul and workshops.

Check back to OnMilwaukee.com in March for details on Boutique Larrieux's opening events.

**Web address: <http://www.onmilwaukee.com/articles/boutiquelarrieux.html>**