

DEL MAR PLAZA

P R E S S R E L E A S E

For Details, Contact:

Anna Haerle
Direct Phone: 760-519-2662
www.delmarplaza.com

**Peaches En Regalia Returns to Del Mar Plaza
Just In Time For Fall Fashions**

For Immediate Release

Press Contact: Anna Haerle, 760-519-2662

Del Mar – August 27, 2010, Peaches En Regalia, one of the Del Mar Plaza’s original tenants when the outdoor shopping venue first opened twenty-one years ago, has returned, complete with a new store look, logo and its recognizable Del Mar name.

Two years ago, the chic clothing retailer changed the name of its Del Mar store to Ryan’s Collections and moved from the Plaza to the former Caldwell Bank Building, a half a block away. Company president, Patricia Straight explained, “There was a need to expand. We felt the timing was right to take on a larger space as we grew from a 2000 square foot space to 3500.”

The store known for its sophisticated and modern edge clothing styles for both men and women opted to go back to its roots when the building lease expired this summer. The store returned to the Del Mar Plaza as well as revived its Peaches En Regalia corporate company name.

“The men and women’s fashions we carry will remain true to our name that was inspired by the 1960s Frank Zappa song *Peaches En Regalia*. With our clothing, Peaches, represents a fun, hip, youthful look and Regalia, a look of chic sophistication. We describe it as classic with a modern edge,” she shared.

Ms. Straight, who also owns a second Peaches En Regalia location in Carlsbad at the Park Hyatt Aviara Resort, has had a love of fashion since childhood, designing, and sewing her own clothes as well as modeling.

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She credits her aunt, also a model, for teaching her how to hold her head, walk the catwalk, as well how to conduct herself during an interview.

Ms. Straight went on to get her degree from Chouinard Art Institute, now part of the California Institute of the Arts, receiving a scholarship for art design, and then modeled for 20 years, before moving to Aspen where she opened her first store. "I literally started out of the trunk of my car. I would purchase clothing from the Salvation Army and then redesign pieces so it was an entirely new item and then sell it. I managed to build a following which ultimately led to the success of my first store that lasted 28 years," the businesswoman reminisced. But the sun and beach beckoned the Laguna Beach native, and so while visiting a friend in San Diego she met a real estate agent at a cocktail party who told her about the then soon-to-be constructed Del Mar Plaza. "I actually saw the presentation and original drawings of the Plaza and I was enamored. I knew this was where my store needed to be." Fast forward to 2010.

Now in its new Plaza location across from Chicos and Gerhards and just up from Pacifica Del Mar, Peaches En Regalia continues to offer stylish, sophisticated as well as casual, hip clothing from well known men's clothing designers such as Jhane Barnes, Jack Victor, English Laundry, and Luchiano Visconti and for women, fashions from Language, Nicole Miller, Sarah Pacini, Fabrizio Gianni, and People Like Frank, as well as others.

Fall fashion advice from Ms. Straight – "For the upcoming autumn season the look is much more figure conscious than last year. Look for stretchable clothing that shapes the body in both denim and dresses. Splurge on fun jackets with portrait collars and waist ties or shapely leather jackets in multiple colors. Include a kinky top with stylish chains or zippers. Make it interesting." The Peaches and Regalia owner adds that colors will be muted neutrals such as charcoal, navy, and dark chocolate with hints of purple, blues, reds, and cinnamon.

The Del Mar Plaza is located at 1555 Camino Del Mar in the heart of the charming seaside village of Del Mar. Leased and managed by Madison Marquette, the Plaza is home to a variety of shops, services and restaurants, the Plaza offers something for all complete with a European market setting and an unbelievable ocean-view. For a complete listing of shops, services, restaurants and events visit www.delmarplaza.com For leasing information please visit www.madisonmarquette.com

