



FOR IMMEDIATE RELEASE

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New French Lingerie Boutique Spices Up Downtown Hollywood

HOLLYWOOD, FL – May 18, 2009 – The opening of Vito Venice, a new French lingerie boutique in Historic Downtown Hollywood, has passers-by saying “ooh la la.”

Vito Venice, which offers France’s finest lingerie brands in a range of luxurious styles from chic to glamorous to downright sexy, brings a spicy element to Hollywood Boulevard that has been catching the attention of downtown visitors since the shop opened May 16th.

“They all love the boutique,” said manager Florence Olivero, whose husband Stephan owns Vito Venice and several lingerie shops in Europe. “They’ve never seen something like this before.”

The downtown shop is the Oliveros’ first U.S. location and their only boutique to offer several exclusive lingerie brands under one roof. In addition to top French manufacturers that include Lolaluna, Luxxa and Rien Lingerie, Vito Venice carries innerwear for both ladies and men from Miami-based Alenver Underwear.

From its selection of sheer negligees and bridal lingerie to its sassy bustier and micro g-string collections, Vito Venice is dedicated to the art of what Olivero calls “lingerie therapy.”

“Vito Venice is more than just a lingerie boutique. It is a whole new experience, a whole universe of stylish chic at the service of your beauty,” she said. “The team at Vito Venice has more than 10 years of experience in fashion and they will help you to find the lingerie that fits your sensual inner goddess.”

Olivero said she and her husband chose the site for their first U.S. boutique based on its ideal location between Fort Lauderdale and Miami and the activity taking place in Downtown Hollywood.

“There are a lot of people in the streets and a lot happening, a lot of events,” Olivero said.

Vito Venice, at 2025-B Hollywood Boulevard, is open from 10 a.m. to 7 p.m. Monday through Thursday and 10 a.m. to 10 p.m. or later on Friday and Saturday. The boutique also will be open on Sundays during special events in the Downtown District.

For more information, call 954-342-9284 or visit www.vitovenice.us.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida’s Community Redevelopment Act of 1969. The CRA’s mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood’s central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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