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### **1154 Lill Studio to Open in Midtown Village**

Philadelphia, PA...The Center City office of Michael Salove Company Commercial Real Estate is pleased to announce the completion of a lease transaction at 115 S. 13<sup>th</sup> Street. 1154 LILL Studio will open in March of 2008, and will occupy 1,000 sf on the first floor.

1154 LILL Studio was founded in 1999 as a concept “that allows customers to interact creatively, express their individuality and create lasting memories of shared experiences – all around the collaborative design of handbags and accessories.” 1154 LILL Studio started at a street fair in Chicago and has grown to a company that operates an online boutique, at home purse parties and four retail stores in Chicago, Boston, Kansas City and Philadelphia.

1154 LILL Studio shoppers can mix and match from over 28 styles and 150 ever-changing fabrics to create the handbag of their choice. The handbags are hand-cut, sewn and individually inspected at their headquarters in Chicago, IL. 1154 LILL Studio also offers customers the opportunity to create their own pillows, and to buy fabrics.

1154 LILL Studio joins Stephen Starr’s El Vez, Open House, Scarlett Fiorella, Raw, Duross & Langel Soap, Bindi, Lolita, Doggie Style and Sailor Jerry in Midtown Village.

Dana Zamparelli represented the tenant in this transaction. According to Ms. Zamparelli, “Shoppers in the city will have another great reason to shop on 13<sup>th</sup> Street with the addition of 1154 LILL Studio.”

Michael Salove Company has its headquarters in Center City Philadelphia. It is one of the region’s preeminent tenant and developer advisory firms, exclusively representing regional, national and international retailers and developers.

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