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For Immediate Release

Deluxe Women's Western Wear in Manitou on Friday, August 28th!

Manitou Springs, Colorado - Girl of the Golden West, a high-end women's western wear retailer, is moving to 110A

Canon Avenue and reopening on Friday, August 28th!

The theme of our store is Teddy Roosevelt meets Ralph Lauren, and business is conducted over an 1870s period bar rumored to have been owned by Al Capone. The store itself is named after a Puccini opera. We carry clothing lines by Ryan Michael, Double D Ranchwear, Tasha Polizzi, and Marrika Nakk. But everybody's favorite is cowboy boots for women -- brands we carry are Lucchese, Charlie One Horse, Old Gringo, and Corral. "When I came to Colorado Springs I found cowboy boots in black and brown, and I thought that was just wrong," says owner Phoebe Schmidt. "So I opened a store that had a fun variety of westernstyle clothing for women. I thought a lot about what Western is, and decided that the main theme is versatility. We have a lot of clothes that can be dressed up or down, depending on the occasion."

"I'm also interested in local history and what makes Colorado different from surrounding Rocky Mountain states. We carry items made in Colorado with a western theme that we think go beyond rubber tomahawks in terms of souvenirs."

"We have some wonderful summer clothes and will be holding a pre-fall sale at the new location. We are really looking forward to our new fall offerings that are just starting to arrive. We'll have some great affordable jackets from Double D that will retail for around \$200. We'll be carrying Wrangler riding jeans for women and will restock our popular Not Your Daughter's Jeans which are magically engineered to hold you in."

"I was delighted to discover that there is a demand for sophisticated western wear here in the Colorado Springs area. Coming from the West Village in New York City, I wasn't sure customers here would share my point of view! But the women of the Colorado Springs area are gratifyingly cosmopolitan, have traveled the world, and lived in many different places, so they understand what we're doing."

"We're already a destination store, and are looking forward to attracting additional tourist foot traffic here in Manitou Springs. Stop by and see what we're up to! You can find additional information at our website at www.girllofthegoldenwest.com."