

## Rowdy Pink: The Valley's New Boutique

Written by Nadine Toren

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[Television personality](#) and AZfoothills.com columnist [Nadine Toren](#) is scouring the area, finding savvy Valley features, bringing readers "on the scene." Every day she'll introduce you to [celebrities](#), [athletes](#), and give you an inside look into local events and hot spots. She'll touch on topical issues, and keep AZ fans posted on all the big talkers [around town](#).



Get rowdy this holiday season, and by that, I mean score on the hottest sales of designer items. Here's more on the Valley's new boutique fit for every AZ fashionista.

You might want to head to Anthem. That's because a rather new specialty store is offering up to 75% on EVERYTHING, in addition to BOGO deals. But you need to score these specials before Christmas.

Inside Salon Eclectic, you'll find Rowdy Pink Boutique. (The shop also has a second location in Phoenix at the Melrose Shopping District.) The boutique opened in October, and it's becoming the Valley's go-to place for stylish designer jeans, tops, skirts, dresses, purses, accessories, and house décor.

"I want my customers to leave with an outfit they love at a price they can afford. The main focus on my inventory is providing women with high-quality, trendy clothing without it costing them a fortune," said Jillian Larion, Rowdy Pink's owner.

Consider it your one-stop-shop for everything classy, modern, hip, and chic.

Larion, the 42-year-young owner, comes from a diverse background of dressage, teaching, and interior design. After doing a number of fashion consultations for high-profile people and politicians, Larion realized fashion was her true calling, and so began the evolution of her booming business.

"I started Rowdy Pink out of the back of my truck, attending trade shows and festivals. I kept receiving requests, so I decided to take Rowdy Pink to the next level."

And that she did.

The store features hot items from big-name brands like LA Idol, Seven, London Times, BCBG, Rene Rolf, and Sophie B. She also carries a bunch of eclectic pieces. Her funky jewelry line is totally unique; stuff you'll *not* find at any typical department store. And this season Larion is offering the coolest of holiday clutches and hand-bags, in addition to 3" rhinestone flip-flops—shoes she says are a hot summer must-have. (Currently they're selling for \$60, marked down from \$90.)

"We really have the haute fashion designs you expect in an elite boutique without the crazy high prices."

The store was originally called Boutique Cachet, named after one the horse she used to compete on. However, Larion decided the name was too cliché, so she settled on Rowdy Pink.

"I wanted a combination of words that were edgy and opposite of what the color pink usually represents. 'Rowdy Pink' depicts strong, feminine women."

For more information, call 602.274.0088



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