Ann Taylor Concept Store Opens at Kierland Commons

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Scottsdale is about to a new addition. Ann Taylor, the brand known for its modern and fabulous looks for working women, is opening its first concept store in Scottsdale at Kierland Commons Aug. 17.

“The new Ann Taylor is chic and stylish with a more fashion-forward direction to address the needs of today’s modern working women,” Lisa Axelson, Head Designer and a member of the Council of Fashion Designers of America (CFDA), says. “Our new concept stores are a reflection of our new fashion direction. They are light, modern, feminine and designed to showcase the full Ann Taylor collection while making our client feel comfortable and welcome.”

The women’s wear brand, a fashion staple since the mid-1950’s, has gone through one of its biggest renovations in recent years to suit the ever changing needs and roles of professional women.

Inspired by modern contemporary home structures, the newest concept stores, designed in partnership with S. Russell Grove Architects, are meant to give shoppers and more intimately chic and fashionable retail experience. The design balances white-washed maple hardwood floors and luxurious crystal chandeliers with modern tufted furniture and sleek feminine fixtures that reflect a woman’s ultimate dream closet.

The stores, not only fitted to suit the ultimate feminine tastes, but are also leading the way into the technology age with touch-screen monitors located inside the stores that give customers instant access to the brand’s Web siteto score online only exclusives as well as access styles and pieces that a particular store location may not carry.

Since 2010, Ann Taylor has opened select new concept stores in major cities across the country including New York, Boston, Chicago, Miami, Dallas, Atlanta, San Francisco, Washington D.C., and its first new concept store in Arizona at the Chandler Fashion Center last summer.

www.anntaylor.com.