**Krista’s Boutique to add new FGCU location**

*Local retail store to expand into college market*

 ESTERO, Fla. (Feb. 23, 2022) – Krista’s Boutique will be opening its third retail chain on Nov 1., nearby Florida Gulf Coast University. Krista’s Boutique initially hit the local area in 2004 opening a store in Cape Coral, later expanding to Fort Myers. Krista Short, owner of the company, plans that the third store will, “Bring our high-quality low-price outfits to the up and coming women of Florida Gulf Coast University”.

 Short has hired Kevin Belletiere to helm the responsibilities of the store’s inaugural manager. Belletiere has already begun work at the new location as the store is renovated ahead of its November opening. Belletiere has a decade of experience in retail two of those years spent with Krista’s Boutique. He studied at FGCU where he earned his bachelor’s degree in business.

**About Krista’s Boutique**

 Krista’s Boutique, founded in 2004, is a local clothing retailer for women in the 20-35 age range in the Fort Myers area. The Cape Coral store is located at 9876 Cape Coral Parkway and the Fort Myers store is located at 5432 Cleveland Ave. in Fort Myers. The corporate office is located adjacent to the Cape Coral store. The website is [www.KristasBoutique.com](http://www.KristasBoutique.com ) and its phone number is 239-574-1234. Krista’s Boutique is active on Instagram and Facebook.

###

**CONTACT:**

Logan Schneiter

PR Student

727-504-2977

lhschneiter4296@eagle.fgcu.edu