



That's So Cute Affordable Boutique

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WHAT IS IT? - "That's So Cute" is a chic, lively boutique located in downtown Los Gatos - a small, picturesque town nestled against the majestic Santa Cruz mountains just moments from the high-tech heart of Silicon Valley. "That's So Cute" is considered by area fashionistas as one of the best "local secrets" because the shop carries carefully selected, limited runs of quality designs that are trendy, unique and also affordable.



WHO OWNS IT? - "That's So Cute" founder Sheila McCarty is a seasoned retail executive known for her keen eye for fashion and style as well as having an uncanny ability to discover hot new designers long before they hit the mainstream. She opened her iconic boutique in 2009 with the goal of serving women who desire affordable but high-end, superbly crafted fashion items in the latest designs.

McCarty seeks out up-and-coming smaller clothing and accessories designers who are creating limited lines of high quality trendy clothing eager to build their own following and whose products are still affordable. "That's So

Cute" immediately picked up a loyal clientele because of its fun atmosphere, constantly changing inventory chosen for quality, seasonal and design aesthetic, with surprisingly affordable price tags.

McCarty's goal it for "That's So Cute" is to be a true neighborhood boutique that listens to and caters to its repeat customers. "We know our clientele appreciates the finer things in life — but don't want to break the

bank getting them. So our prices are always surprisingly low because we spend a lot of time and effort cultivating new designers who are making beautiful, quality products but are seeking exposure so their prices are right for us."



"Splurgable Styles Meet Budget Bliss"

McCarty says: "When you find the perfect new addition to your wardrobe, all is right in the world. We've built our boutique on the foundation of that magical balance: the treat of shopping

without the guilt of overspending.

"Being able to walk away with a fabulous new outfit for under \$150 and in many cases under \$100 is enough to put a smile on any woman's face. It's refreshing. And "That's So Cute" is literally refreshing our inventory every week. So there is always something new to check out!"

LOCATION: 210 N. Santa Cruz Avenue, Los Gatos, Ca 95030

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