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Hello Hollywood Offers Friendly, Fashion-Forward Service

HOLLYWOOD, FL – June 10, 2009 – At Hello Hollywood, a new women’s apparel shop in Historic Downtown Hollywood, the service is as welcoming as the name.

The friendly personal attention and stylish clothing and handbags offered at Hello Hollywood prove that proprietor Alfred Lewis III knows as much about women as he does women’s fashion.

“You have to know what women like, and you have to have a lot of patience,” said Lewis, who opened Hello Hollywood March 24th in the Radius mixed-use development. “Of course, I love women.”

Lewis credits his personality with the success of Hello Hollywood, along with his unique selection of everyday dresses, including creations from designer friends that Lewis describes as “a little bit of New York and California wrapped up into one package.”

Lewis’ good taste and good listening skills when it comes to what his female customers want have definitely been good for business. In just a few short weeks, he’s managed to build up a nice client base on word of mouth alone. Hello Hollywood’s customers include young, middle-aged and mature women “who want to be free,” said Lewis.

Opening Hello Hollywood has allowed him to pursue his passion for fashion back in the South Florida community where he was born and raised before attending New York’s Fashion Institute of Technology. Lewis spent his entire professional life in the New York City fashion industry before returning to his South Florida roots three months ago.

In choosing the site for his new shop, Lewis was impressed with the progressive direction Hollywood is taking and recognized its “potential to do great things.”

Lewis envisions Downtown Hollywood’s transformation into “a small East Village-SoHo” type of environment. “I see the beauty of it. I see the hope of it,” he said.

Hello Hollywood is open from 11 a.m. to 7 p.m. Monday through Saturday at 1848 Radius Drive, directly across from the post office. For more information, call 954-926-2680.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida’s Community Redevelopment Act of 1969. The CRA’s mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood’s central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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