



## FOR IMMEDIATE RELEASE

The Annex, Royal Oak's newest boutique will become the only high-end boutique specializing in men's and woman's accessories as well as home décor announced its grand opening event on July 24<sup>th</sup>. This will be an invitation only event. An open to the public grand opening will be Sunday July 27<sup>th</sup>.

The Annex is a collection of things the stores owners Annie LeBlanc and Doug Schwartz found while traveling to Miami, L.A., and Europe and simply fell in love with but couldn't find here. So after months of research and traveling to showrooms, tradeshow and the occasional flea market they have filled their boutique with treasures. "You shouldn't have to feel like you have to get on a plane and go somewhere else to find unique pieces, now you have The Annex" said owner Annie LeBlanc. Inspired by art, fashion, architecture and style institutions like Fred Segal, Barneys New York and Base of Miami, The Annex is truly a work of art.

LeBlanc, a former grade school teacher and Schwartz a real-estate investor have left no detail unfinished the, boutiques architectural interior is as unique and inviting as the product-lines. The decor is characterized by earthy surfaces and organic elements that range from subtle to standout. Their aesthetic approach is to elegantly display each piece in an enchanting manner using innovative displays like antique armoires that mix anonymous vintage and contemporary design...giving the style a fresh, invigorated look.

The product line will consist of exceptional, edgy, stylish designer selections, as well as exclusive personal style services. Doug Schwartz says, "Our niche is to veer from the mainstream, department store product-line".

- Fashion forward thinking outside the "mid-west box" that people have been longing for in Michigan.
- One of a kind product-line with collections & pieces that will not repeat itself.
- Super Cool Stuff . . . Super Cool Sto

Contact: Annie LeBlanc  
Email: [info@theannexonline.com](mailto:info@theannexonline.com)  
Phone: (248)808-6843

The Annex 738 S. Washington Royal Oak, Mi 48067 [www.theannexonline.com](http://www.theannexonline.com)