



# TOWN OF RIVERHEAD NEWS

Office of the Supervisor  
**SEAN M. WALTER**

200 Howell Avenue  
Riverhead, NY 11901  
(631)727-3200

[www.townofriverheadny.gov](http://www.townofriverheadny.gov)

## FOR IMMEDIATE RELEASE

January 14, 2013

### **CHIC CREATIONS, NY**

#### **1st New Biz of 2013 To Open Downtown Riverhead**

**Riverhead, NY – *Chic Creations, NY***, a new fashion forward boutique offering one-of-a-kind ladies designs will host a **Grand Opening on Saturday, January 19, 2013 from 9:00 a.m. to 7:30 p.m.**

Husband and wife team, Wendy and Felix Martinez, started construction of the space at 49 East Main Street in mid-November and have completely renovated the interior into a sophisticated cosmopolitan boutique selling custom made and unique clothing designs for women along with accessories, jewelry, watches and necklaces.

The couple from Hampton Bays felt downtown Riverhead is a vibrant creative place to launch the new boutique. “We have fun and unique looks that we want people to wear and feel special,” said Wendy Martinez who designs many of the pieces and only produces small lots of 6 to 12. “This will be a place to shop for someone who wants custom made unique designs that they cannot find at mass produced department stores – more along the lines of New York City or European style.”

“Opening the store to showcase my wife’s designs has been a dream of ours for years and we felt Riverhead was the place to start our first boutique because it’s a welcoming downtown community,” said Felix Martinez, owner of Hampton’s Paint Masters, who designed and renovated the store himself. “We love the energy and creativity in Riverhead. We’re very excited to be a part of the revitalization.”

“I applaud the efforts and significant economic investment of Wendy and Felix Martinez,” said Supervisor Sean Walter. “The block-by-block approach of downtown revitalization is working. On behalf of the Riverhead Town Board, I welcome ***Chic Creations, NY*** to downtown Riverhead.”

In expressing his excitement in being part of downtown’s continuing resurgence, landlord Shelly Gordon said, “I am pleased that one of my properties is the first to produce a new downtown business in 2013. I believe this dress boutique has tremendous promise and will be very successful.”

Business Improvement District (BID) President, Ray Pickersgill, said, “I welcome ***Chic Creations, NY*** to the downtown business district. Providing unique shopping experiences, such as this new boutique, is essential to attracting repeat visitors to downtown Riverhead. The Business Improvement District is excited about the opening of this business and looks forward to continued economic growth throughout downtown area.”

-XX-