



Soft Surroundings  
*my time. my place. my self.*

**F O R I M M E D I A T E R E L E A S E**

**For More Information Contact:**

Jim Manno

Soft Surroundings Public Relations

[jamanno@softsurroundings.com](mailto:jamanno@softsurroundings.com)

(314) 812-6180

## **SOFT SURROUNDINGS EXPANDS TO WASHINGTON**

First Store Set To Open In Bellevue In Early May

**St. Louis, MO (April 8, 2015)** – Soft Surroundings, a leading multi-channel retailer committed to providing stylish, casual clothing with a comfort fit, the latest in beauty and skincare, jewelry and accessories, and home furnishings to women of all ages, maintains its dedication to providing an extraordinary shopping experience by announcing plans to open its next location in Bellevue Square, part of the Bellevue Collection located in Bellevue, Washington.

“We are so excited to bring the Soft Surroundings retail experience to Puget Sound, specifically to The Bellevue Collection and the eastside communities,” said Vice President of Retail Stores, Danny Boddy. “We are thrilled to offer the Pacific Northwest woman a wide array of products and services that truly represent her lifestyle, as well as her need to slow down and take time out for herself. Our store is a retreat from the daily hustle and bustle of life’s everyday expectations.” The new location will not only feature the popular merchandise found in the Soft Surroundings catalogs and website, but will also offer customers a variety of unique, store-exclusive merchandise to further enhance their shopping experience.

The Bellevue location will be the twenty-first location for Soft Surroundings and is part of an eleven store expansion for 2015. The store will hold an all-day Grand Opening Event on Friday, May 1st.

**About Soft Surroundings:** Headquartered in St. Louis, MO, Soft Surroundings is an upscale lifestyle brand and retailer of women's apparel, home, and beauty products. Releasing its first catalog in 1999, Soft Surroundings has been dedicated to making women look and feel their best ever since. Having experienced record growth in its online and catalog channels, Soft Surroundings opened its first retail location in St. Louis, MO in November of 2005, followed by additional stores in Hartford, CT; Kansas City, MO; Chicago, IL; Denver, CO; San Antonio, TX; Houston, TX; Dallas, TX; Boston, MA; Philadelphia, PA; Atlanta, GA; Richmond, VA; Madison, WI; Paramus, NJ; Portland, OR; and Tucson, AZ. Soft Surroundings is continuing to expand its retail division nationally to meet the needs of its many devoted customers. Visit Soft Surroundings online at [www.softsurroundings.com](http://www.softsurroundings.com).

-###-