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For Immediate Release

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Vintage Vogue Opens in Fountain Square

Goodwill Industries of Central Indiana expands its boutique brand

Indianapolis – After more than 40 years, Goodwill Industries of Central Indiana Inc. today celebrated its return to downtown Indianapolis retail with the grand opening of its Vintage Vogue boutique at 1056 Virginia Ave., in Fountain Square. Vintage Vogue is a specialty store that focuses on upscale vintage and modern clothing and accessories.

Merchandise is hand-picked from select Goodwill locations and sent to the boutique. Special finds are still available at other retail locations, but Vintage Vogue is the place to go for shoppers interested in one-of-a-kind retro and contemporary pieces.

“We are delighted to join the Fountain Square community and hope area residents take advantage of the unique finds that Vintage Vogue offers,” said Eric Schlegel, vice president of retail operations at Goodwill. “As with all of our stores, Vintage Vogue supports jobs and services that help Hoosiers become more economically self-sufficient and live happier, healthier lives.”

The Fountain Square location is the second Indianapolis and third overall location – following stores near Glendale and in Bloomington – and boasts more than 1,600 square feet of retail space. The store will employ 10 people, including Jasmine Bible, the new boutique’s manager.

Bible has been employed by Goodwill since 2009 when she was 17 years old. A true Goodwill success story, she worked her way up in retail leadership while balancing schooling and being a single mom. Most recently, Bible served as the assistant store manager of the Greenfield, Indiana, location.

“I’m excited for the opportunity to lead and serve the customers of Vintage Vogue in Fountain Square,” said Bible. “Goodwill truly cares about its employees and its customers. Our mission is to serve our communities, and that is what Vintage Vogue will do in our new neighborhood.”

The first 200 Goodwill Rewards members to shop at the new boutique will receive a five dollar gift card toward their next purchase at the Fountain Square location. In addition, Goodwill and

Do317 will give away 100 pair of concert tickets beginning at 5 p.m. on Friday, Feb. 5, as a part of First Friday.

Hours of operation are Monday through Saturday, 10 a.m. to 9 p.m., and Sunday, 11 a.m. to 7 p.m. On the first Saturday of each month, Vintage Vogue will open one hour early at 9 a.m.

One of Goodwill's early stores in Indianapolis was previously located four blocks north of its new boutique along Virginia Ave., in Fletcher Place. The Fletcher Place location was closed in the early 1970s.

For more information about Vintage Vogue, visit vintagegw.com. To learn more about Goodwill's mission and services or to find a store or donation center near you, visit goodwillindy.org.

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