



KANSAS CITY GOES SOHO CHIC

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Move over Ann Taylor—there’s a new fashion establishment in town offering shoppers a multi-sensory retail experience. Soho 119, located in the One Nineteen shopping center in Leawood, is an experiential shopping destination that combines designer fashions with a “vinotherapy” spa, café, wine and mozzarella bar and art gallery.

The store, which opened Aug. 1, is the second Kansas-based creation of Three Wildcats LLC, a fashion retail concept company. Like Three Wildcats’ first local venture, Deegie’s Carma, previously located in the Legends at West Village, Soho 119 will open nationally in the future.

Three Wildcats President and CEO John R. Wilson says Soho 119 offers shoppers elements that speak to their lifestyles. He, along with fellow Wildcats Carmela Spinelli and David Hulshof, are committed to bringing luxury fashion to underserved markets throughout the United States.

“Style-conscious consumers are looking for an elevated shopping experience,” says Wilson, a former Nordstrom and Salvatore Ferragamo executive. “Soho 119 is a chic alternative to traditional department store shopping.”

Soho 119 offers more than just racks of clothes. Shoppers can browse a mix of famed and up-and-coming designer labels, enjoy

a glass of wine at the café and divulge in the “vinotherapy” spa, which uses skin-care products and treatments derived from the byproducts of grapes. The sophisticated-chic ambiance of the store is manifested in its architecture, which the Three Wildcats worked to create alongside architecture and interior design firm Gensler. The 12,000-square-foot store is evocative of a modern art gallery and reflective of the artsy yet fashionable neighborhood in New York City that is the store’s namesake.

“We are passionate about creating a luxurious environment of style, from clothing and home accessories to food and wine,” says Spinelli, Three Wildcats chief creative officer and former associate chair of Parsons The New School for Design. “Today, dressing well extends to more than sartorial awareness; it encompasses all elements of life.”

Soho 119 targets men and women, 25 years and older. Eighty percent of its offerings are geared toward women, while 20 percent is directed toward men. Among women’s labels, the store sells Donna Karan, Yeohlee, Moschino Cheap & Chic, M Missoni, D&G, Calvin Klein, Peter Som for Bill Blass, Carlos Miele and Jenni Kayne to name a few. And for men, they offer Ralph Lauren Black Label, Jazz by Joseph Abboud, Malo, Just Cavalli and Hugo Boss along with many more.

If you’d like to learn more about Soho 119 and the shops open at the One Nineteen shopping center, visit www.onenineteen-shopping.com. ❖