



Everything Michigan

Lia Rose boutique promises 'classic, timeless pieces'

By The Grand Rapids Press

October 13, 2009, 5:34PM



Lia Rose opens downtown

New boutique Lia Rose on Monroe Center open Tuesday next to Gina's Boutique. Lia Rose is co-owned by Gina VanGessel and Rosa Piccione, both of Grand Rapids.

(Emily Zoladz | The Grand Rapids Press)



Larger photos

GRAND RAPIDS -- A new women's clothing boutique on Monroe Center geared toward providing more classic options for the 40 and up crowd opened Tuesday.

Lia Rose, 40 Monroe Center, takes over an 1,800-square-foot space that most recently was occupied by Pallets office supplies and, before that, Little Bohemia Shoe Boutique. It is leasing the space.

The store is a partnership between Gina Van Gessel, owner of the neighboring Gina's Boutique, and Rosa Piccione, owner of Rosa's Closet, an East Grand Rapids new and used women's clothing store. The store's name is derived from the names of the owners' mothers.

"We'll carry more classic, timeless pieces, where my store and others around town base themselves around trend items," Van Gessel said. "This is stuff that can really last in your wardrobe."

Personal customer service is a major focus.

The store, which the owners call a "missy boutique," carries sizes 2 to 16. "A lot of women come into our stores and say, 'That's cute, but it won't fit me,'" Piccione said. "It's going to be a little more mature fit."

A passage inside the store links it to Gina's.

Anne Marie Bessette, retail specialist for the Grand Rapids Downtown Development Authority, said the store will be a great addition for the nearby office workers while helping to draw in shoppers who may not otherwise shop downtown.

"It's a very nice complement to the clothing stores that we have downtown," Bessette said. "The ones that we do have are a little more spread out. This has a little more of a focus."

The store opens at 11 a.m. Monday through Saturday. It closes at 6 p.m. Monday, Tuesday, Wednesday and Friday; 8 p.m. Thursday; and 5 p.m. Saturday.

RELATED STORIES:

- **Lia Rose holds ribbon cutting to celebrate opening of new downtown boutique**
- **Monroe Center boutiques host ArtPrize-inspired fashion show tonight at Activesite**
- **Downtown Grand Rapids businesses prep for openings**

E-mail Chris Knape: cknape@grpress.com

© 2009 MLive.com. All rights reserved.