

PAPER AFFAIR, DALLAS' GO-TO FOR STATIONERY AND GIFTS CHOOSES THE SHOPS AT STARWOOD FOR ITS THIRD LOCATION

The Shops at Starwood has become the leader in earning successful retailer's additional locations from Dallas

(FRISCO, TEXAS) – JULY 7, 2010 -- [Paper Affair](#), a much-loved favorite in Dallas, Plano and surrounding areas for impressive stationery, invitations and memorable gifts is adding a third location at [The Shops at Starwood](#) in Frisco making it available to north Frisco and beyond. Most known for exceptional customer service including gift wrapping so customers are on their way quickly; Paper Affair's success also rests on the impressive and vast selection of invitations, announcements, accessories and gifts related to life's special occasions: wedding, babies, birthdays, showers and any festive celebration on your calendar.

[Paper Affair](#) will join the many other retailers that have recently chosen to join the award-winning tenants of [The Shops at Starwood](#) and become part of this shopping center's fast growing reputation as the place for a unique retail and dining experience in the far North Dallas/Frisco area. Other recognized tenants recently locating at [The Shops at Starwood](#) include Pierce Decorative Hardware, Pappagallo's Classique, Tupinamba's Mexican Restaurant and Ginny's Underworld.

[Paper Affair](#)'s space is 2,500 square feet, located between Learning Express and Pappagallo's Classique. The lease was brokered by Real Street Properties and SRS. Paper Affair is expected to open in late summer 2010.

"[The Shops at Starwood](#) welcomes [Paper Affair](#) to Frisco. Their success and loyal following will complement the already successful group of unique specialty retailers in our center and bring more of these favored Dallas traditions north," states Kirk Hermansen, developer of The Shops at Starwood.

"As a 7-year resident of Frisco, I am thrilled to bring Paper Affair to our neighbors and friends," states Melissa Wayte, founder and owner of [Paper Affair](#). "My family is a frequent visitor to The Shops at Starwood for dining and shopping and has witnessed the growing success. Paper Affair is excited to become a part of the center. This location will carry the same merchandise as Dallas and Plano: invitations, stationery, gift wrap, party tableware, greeting cards, and a huge assortment of gifts."

After a 15-year career in investment management, Melissa Wayte and was looking for a change. She combined her business knowledge and love affair with invitations and all things paper to bring the national franchise of [Paper Affair](#) to Dallas. The first location opened at the Pavilion on Lovers Lane in Dallas. Enjoying success in Dallas, Melissa added a second location in Plano and now brings Paper Affair to [The Shops at Starwood](#) in Frisco.

ABOUT THE SHOPS AT STARWOOD:

The [Shops at Starwood](#) is a one-of-a-kind mixed use center featuring specialty dining, boutique retailers, luxury office space and upscale personal service amenities. Its timeless architecture, pedestrian plazas and signature fountain make it a distinctive and elegant Frisco destination for Frisco. A final and third phase to include additional office, retail and restaurants is planned for 2010. The [Shops at Starwood](#) opened in November 2006 and has received rave reviews from the media and community including Development of Year in 2008 and several Best of D awards. Awards for the center and its tenants include: 2009 WFAA A-List Award Winners, [The Gent's Place](#) for Best Barber and [Pappagallo Classiques](#) for Best in Women's Shoes, 2008 Development of the Year by Frisco Chamber of Commerce, [Trufire Kitchen & Bar](#) Best Restaurant by D Magazine, [Kotta Sushi Lounge](#) Best of the Burbs by D Magazine and Best Sushi by Citysearch, Little Heiress Best of the Burbs by D Magazine, [Bonnie Ruth's Café Trottoire et Patisserie](#) Best Neighborhood Restaurant by D Magazine, [It's A Grind Coffeehouse](#) named a finalist in 2007 and 2008 for Small Business of the Year by Frisco Chamber of Commerce and named Best Coffee by Citysearch, [green peridot Aveda lifestyle salon](#) owner, Daniel Lewis named national Fan Favorite on BRAVO TV's Shear Genius and numerous Aveda concept awards, [Sweeney Media Group](#) named 2008 Community Partner of the Year by the Frisco Chamber of Commerce, 2007 Best of Business by Frisco STYLE Magazine and [Century 21 Judge Fite Company Fine Homes & Estates](#) was named one of the Best Places to Work by Texas Monthly Magazine and is the largest Century 21 franchise in Texas.

Coming in summer 2010 is Tupinamba's Mexican Restaurant, Pierce Hardware and Paper Affair with additional exciting announcements coming soon regarding new tenants. Current tenants include: Bonnie Ruth's Café Trottoir et Patisserie, It's A Grind, Kotta Sushi Lounge, TruFire Kitchen & Bar, Dimples & Dandelions, Starwood Nails, green peridot Aveda lifestyle salon, Century 21 Judge Fite Company Fine Homes and Estates, Century 21 Commercial Division, Panache at Home, The Gent's Place, Pappagallo Classiques, Sweeney Media Group and The Cupcakery, Learning Express Toys, Piccomolo Italian Ice Cream, and Nationwide Insurance. For more information, visit www.theshopsatstarwood.com

ABOUT PAPER AFFAIR:

PAPER AFFAIR is a locally owned stationery and gift store, most well-known for a huge focus on customer service. The store carries invitations for every event in your life - weddings, birth announcements, birthdays, graduations, showers, and many more. You will also find the fun things you need for those events - gift wrap, paper tableware, greeting cards, photo albums and guest books, and more. And, when you need a quick gift, or just something for yourself, you won't be disappointed - their huge gift selection includes candles, frames, bath and body products, home decor and more. For more information, please visit PAPERAFFAIRDALLAS.com or call 214-394-3786.

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