

For more information, contact:
Justine Sweeney, 214-542-5571
jsweeney@sweenymediagroup.com

PLUM CRAZY FOR LUXURY LIVING, GIVING AND ENTERTAINING AT THE SHOPS AT STARWOOD

Plum Crazy Now Open

(Dallas, Texas) April 21, 2008 – More luxury experiences are coming to Frisco at The Shops at Starwood with the opening of Plum Crazy. Plum Crazy is owned by local Frisco resident and creative, Melissa Hudson.

Plum Crazy, provides stylish and practical solutions for living, giving, and entertaining. A destination gift shopping heaven, Plum Crazy offers the perfect gift for baby, graduation, anniversary, wedding, birthday, you name it! Along with show-stopping furniture pieces, unique home accents and gourmet gifts, Plum Crazy is known for exquisite gift wrap for items purchased in the store or elsewhere. Some of the luxury lines available Vietri, Beatriz Ball, MOR Cosmetics, Casafina, Bella Fiore, Seda France, Fortunata, Caspari, Toss, Jan Barboglio, Aidan Gray, and many more.

“Plum Crazy is an excellent luxury service for Frisco which complements The Shops at Starwood brand,” shares Kirk Hermansen of Hermansen Land Development. “Having a local owner and operator is the perfect touch of service our customers expect.”

Store hours: Monday – Saturday 10 a – 6 p and Sunday 1 – 5 p

Phone 972-377-9097

www.plumcrazyonline.com

6959 Lebanon Road Ste. 117 Frisco, Texas 75034

BACKGROUND:

Just north of Dallas of the Dallas North Tollway at Lebanon is an oasis of “cool” at The Shops of Starwood, is an award winning, mixed use lifestyle development for those who have discerning taste and enjoy an authentic lifestyle. Pedestrian plazas, water feature and heavy ornamental landscaping make it distinctive and elegant. The Shops at Starwood is “home” to many including Bonnie Ruth’s Café, Kotta Sushi Lounge, Learning Express, Piccomolo Ice Cream Celebration, Starwood Nails, Green Peridot Aveda Salon, Little Heiress, DFW Diamond Design Studio, It’s A Grind Coffeehouse, Plum Crazy and coming soon The Cupcakery, Mattress Logix, Petra Mexican restaurant and TruFire Kitchen & Bar. The Shops at Starwood is a development by Hermansen Land Development, Inc based in Dallas, TX. www.shopsatstarwood.com

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