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“MAUI’S BEST BOUTIQUE” COMES TO HAWAI’I ISLAND
Mahina to open in Queens’ MarketPlace

For immediate release

Waikoloa Beach Resort, Hawai’i Island—Mahina, Maui’s “affordable chic boutique,” is coming to Queen’s MarketPlace in Waikoloa, opening its doors Monday the 25th of November. “The name is very powerful and also very feminine,” said Joe Wilmot co-owner of the Mahina boutique with partner Jody Curtin. “It is the name of the Hawaiian moon goddess and also the word for moon.” With two Oahu shops and two more on the Valley Isle, the popular clothing store has been voted “Maui’s Best” for the last six years in a row.

Wilmot and Curtin met in Los Angeles about eight years ago, and were talking about opening a business together on Maui when the space next door to Curtin’s jewelry shop, Lotus Moon, became available. “We basically went to the beach with a note pad and a pen and started to brainstorm,” said Wilmot. “We asked ourselves ‘what does this island need?’”

At the time, Maui had numerous outlets for cheaper clothing, and options in the more expensive price ranges; there was aloha wear catering to the visitor market, but not much for local women. “So we said, ‘OK—a clothing store,’” said Wilmot. “One month later we opened—and we had just met eight months earlier!”

With the goal to create the feel of a high-end boutique, with really beautiful clothing that was not out of reach pricewise, Wilmot and Curtin found a winning combination. “We see Mahina as something in the middle of the market, with dresses in the \$29-49 range,” said Wilmot. “And we don’t buy a lot of merchandise. That is to say, we buy just enough for a week or so because the following week we’re out buying the freshest styles we can find. Jody shops the showrooms in person so Mahina has something new every single week.”

The colorful boutique specializes in fashion-forward sundresses, wearable tops and “subtle-yet-striking” accessories, in a welcoming environment for women who love to shop. “We hire the friendliest people we can find; that’s the Mahina vibe.” said Wilmot. Kama’aina discounts for persons showing a Hawaii ID.

For more information, please visit www.shopmahina.com.

Since it opened in 2007, Queens’ MarketPlace in Waikoloa Beach Resort has earned a reputation among visitors and kama’āina as “the gathering place of the Kohala Coast,” full of shopping opportunities, services and great food, along with entertainment and arts programs,

movies under the stars and large-scale concerts in Waikoloa Bowl at Queens' Gardens. For more information, visit www.QueensMarketPlace.net or call 886-8822.

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