



## PERFECT GIFTS OPENS IN SOUTH BEACH

### Former Pink Palm Partners Expand Collection of Whimsical and Unique Gifts, Cards and Accessories at New Store on Washington Avenue

After cultivating a fan base of both locals and visitors at their hugely popular Pink Palm boutique on Lincoln Road, Russ Root and Perry Martino have opened Perfect Gifts South Beach in a new location on Washington Avenue between 15<sup>th</sup> and 16<sup>th</sup> Streets. The new boutique carries many of the same favorite lines as well as some newly discovered merchandise, all with a cheerful and irreverent twist.



"Perfect Gifts has the same mindset as Pink Palm, but bigger," said Martino. "From naughty to nice, Perfect Gifts carries cards, gifts and accessories from baby to grandma to Rover."

Among the expanded items for sale at Perfect Gifts are more and varied books, more items for kids, a larger toy selection, more gadgets and technology oriented accessories, and different kinds of barware. The new store also features leather goods, clocks, jewelry and over-the-top novelty items such as bejeweled swim goggles. Much of the store's merchandise is exclusive to Perfect Gifts in South Beach, Martino added, including Cow Parade figurines, Tokyobay watches, Scojo New York optical quality readers, Grass Roots bead works, a collection of hand-beaded sculptures from Southeast Asia and Crane Stationery.

"We may have a new address, but we still have the same eye for the unusual and special. Gifts you really can't find anywhere else," Martino continued. "Most of the staff from the other store came along with us, so our customers will still be welcomed by our warm and friendly trademark customer service experience. You just can't get that shopping online."

Customer favorites are well represented at Perfect Gifts, including Voluspa candles and Lampe Berger Paris air purification and fragrance diffuser systems. A new line of customizable "puzzle" lights that snap together in different formations to create different shapes is one of the new offerings, as is the store's complete gift wrapping service – even if the customer

purchased the item elsewhere. And cards. Lots of cards. The perfect gift needs the perfect card and Perfect Gifts has an extensive array of greeting cards from racy to refined.



“At our core, we are a card shop,” said Root. “The essence of our store’s vibe is people standing in front of the card racks, giggling. Our customers seek us out because they find cards from us they can’t get anywhere else. People will buy hundreds of dollars of cards at a time just to have their own personal inventory and be ready for any occasion.”

The new location and name change were precipitated by a 300% rent increase at the Lincoln Road location, a recurring story these days that the partners call the “mall-ification” of Lincoln Road.

“It was a simple decision that was made for us,” Root said. A third partner in the Pink Palm enterprise is opening a similar concept in New York after the store closes its doors July 15.

“With the stratospheric rents on Lincoln Road, the small boutiques are moving to the side streets,” Root said. “Our new location is just three blocks from our previous location, we’re half-way between Lincoln Road and Espanola Way and we’re much closer to the hotels for visiting shoppers. There are three parking garages and a Deco Bike stand just around the corner from us, too.”

“The original store was around for 23 years,” Root said. “We just signed a 15-year lease here, so Perfect Gifts is here for the long haul.”

Perfect Gifts is located at 1516 Washington Avenue in South Beach and is open seven days a week from 10 a.m. to 11 p.m. For information or directions to the store, call 305-397-8097, email [info@PerfectGiftsSoBe.com](mailto:info@PerfectGiftsSoBe.com), or visit [www.PerfectGiftsSoBe.com](http://www.PerfectGiftsSoBe.com).