

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Women's fashion boutique to open in Over-the-Rhine

Retailer will offer beauty services, karaoke and entertainment

CINCINNATI (April 12, 2019) – Myōōz (pronounced “muse”), a boutique and “one-stop shop” for women’s fashion, will open in Over-the-Rhine on Saturday, Apr. 13.

The retailer is taking over the tenant space located at 1525 Race Street. Myōōz is leasing the space from Cincinnati Center City Development Corp. (3CDC). The space was completed as part of 3CDC’s Abington Race & Pleasant project. The store will sell women’s clothing and accessories, and it will also offer beauty and styling services with an in-house make-up artist.

The shop is owned by 23-year-old entrepreneur Tyara Brooks, who said the name Myōōz is a play on her journey to find her own “muse.”

“I kept asking myself, ‘What is my muse?’” she said. “I realized I’m my own inspiration. I’m a creative force. I looked for retail spaces, and I came across 3CDC and they helped me put my vision together.”

Her clothing is hand-picked from sellers in LA and New York, she said. Brooks started working in retail at age 15, and she’s dreamt of opening her own boutique ever since.

Myōōz will also offer in-store entertainment, with a twist. Every other Thursday, Brooks will host a karaoke night. Customers who perform a song get 5 to 10 percent off their purchase, she said.

Store hours will be Monday through Friday, 11 a.m. to 7 p.m.; Saturdays, 11 a.m. to 8 p.m.; and Sundays, 12 p.m. to 5 p.m.

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About 3CDC

The Cincinnati Center City Development Corp. (3CDC) is a private, non-profit full-service real estate developer with a mission and strategic focus to strengthen the core assets of Downtown Cincinnati in partnership with the City of Cincinnati and the Cincinnati corporate community. Its work is specifically focused on revitalizing and connecting the Central Business District and Over-the-Rhine. For more information, visit <http://www.3cdc.org>.