



**Approaching Its 20th Year in Business, Maine Women's Boutique  
Bliss Celebrates the Opening of a New Store in  
Kennebunk and a Move in Portland**

EXCITING NEWS!

**PORTLAND & KENNEBUNK, Maine — July 15, 2021** — For decades, Bliss has been helping women find the most comfortable, high-quality, elevated everyday essentials for their wardrobes. Known as one of New England's most sought-after shopping destinations, Bliss carries premium brands like CP Shades, Frank & Eileen, Xirena, Trovata, Prairie Underground, Épice, Demylee, Citizens of Humanity, Mother Denim and more.

Bliss has been recognized by regional and national publications like *New Hampshire Home* magazine and *RACKED* for being one of the best boutiques in New England and was named one of the best boutiques in the country by *ELLE*. After one of the most challenging years for small businesses, they adapted, worked together, and have come out the other side stronger and more optimistic for brighter days ahead.

As Bliss approaches its 20th year in business, they are thrilled and ready to share some exciting, positive changes happening throughout the summer.

With two brick-and-mortar locations—in Portland, Maine, and Portsmouth, New Hampshire—Bliss will open a third location in Kennebunk, Maine at 184 Port Road on July 16, just in time for the height of summer. “We’ve had our eyes on the vibrant Kennebunk community for a while now—and we can’t wait to call it our third home. This new location will carry many of the same brands that our Portland and Portsmouth stores are known for, but you can expect some new Kennebunk-only lines too, which we’re excited to announce soon,” says Bliss owner Angela Foddrill. The Kennebunk store will be open Monday through Saturday from 10 am - 6 pm and Sunday 11 am to 6 pm. “All of our stores, including this one, will continue to follow all Covid-19 guidelines and regulations as they evolve to keep you and our staff safe.”

In addition, the Bliss Portland location will be moving later this year just a few doors down from 58 Exchange Street to 42 Exchange Street, the former home of its sister store, Little, which is currently in the process of relocating to a new space in the Old Port. “There are so many reasons why this is the right move for us, but the biggest was creating a better shopping experience for our customers,” says Foddrill. “We are in the process of renovating this space to make it perfect for Bliss and make sure it’s as comfortable and inviting as possible.”

In addition to these exciting changes for their stores, the Bliss brand has also undergone a brand refresh to reflect the brand’s evolution through the years. “We worked extremely hard over the last eight months to better understand our brand, our customers, and what makes the Bliss experience unique and valuable. We were ready for a visual change that better reflects who Bliss is and what we offer,” says Foddrill.

“It’s been a privilege getting to know our customers over the last two decades, helping them build wardrobes that make them feel stylish and comfortable. We feel honored to be a part of the small and mighty community of local business owners, and fortunate to weather the storm brought on by the pandemic. We have our loyal

customers to thank for that. As our brick-and-mortar and online businesses grow, we look forward to continuing to help women elevate their every day.”

### **About Bliss Boutiques:**

In 2002, Angela and John Foddrill founded Bliss in the heart of Portland, Maine. As former MECA students with backgrounds in art, the two developed an eye for clothing that was as functional as it was beautiful and shared a passion for creating aesthetically minded spaces for joyful shopping. Today, Bliss has three brick-and-mortar locations; in Kennebunk, Maine, Portland, Maine, and Portsmouth, New Hampshire, as well as a robust online store that ships across the country. Bliss is rooted in the idea that everyday wear should be special, high-quality, long-lasting, beautiful, and comfortable. Featuring premium clothing and accessory brands like CP Shades, Frank & Eileen, Xirena, Trovata, Prairie Underground, Clare V, Velvet, Frye, Demylee, Épice, and more, Bliss is one of New England's most sought-after women's clothing boutiques, season after season. With deep expertise in denim, Bliss offers a wide variety of brands like AG Adriano Goldschmied, Edwin, AMO, AGOLDE, Citizens of Humanity, Mother Denim, and more. Our staff members are well-versed in denim and ready to share their know-how in all things jeans, from selection and fit to styling and care. Bliss exists to empower women to elevate their everyday and feel confident, stylish, and uniquely themselves.

Learn More at <https://www.blissboutiques.com/>

### **Press Contact:**

Georgina Rose

Georgina@WeAreHelmDigital.Com