

Maurices opens Broken Arrow store

NANCY HOLLINGSHEAD | Tulsa World
June 14, 2009

A women's fashion shop with roots in Duluth, Minn., has opened its second store in the metro area — at the Shops at Broken Arrow, 1362 E. Hillside Drive, next to Target.

Maurices, which originally opened in 1931 — during the Great Depression — has now grown to more than 700 stores in 44 states across the country.

There are 19 stores in Oklahoma, including one at Smith Farm Marketplace in Owasso, and another at Arrowhead Mall in Muskogee.

There are also stores in Pryor, Stillwater and Tahlequah.

The 5,040-square-foot store celebrated its grand opening Friday with a ribbon cutting, and is offering specials and a chance to win one of four \$100 shopping sprees (through July 12).

Hours are 10 a.m. to 9 p.m. Monday through Saturday, and noon to 6 p.m. Sunday.

The chain, which is owned by Dressbarn Inc., bills itself as "the leading small town specialty store and authority for the savvy, fashion-conscious customer with a twenty-something attitude," according to a company press release.

"We're so excited about the new store because we fill a unique niche for young women in this community," said store manager Angela Moyd.

Maurices, Moyd said, features a wide assortment of fashionable clothing — styles that work for everyday casual to special occasions — in sizes 1 to 24.

Moyd previously worked as an assistant manager at Maurice

s until a career change two years ago.

She came back, and says the chain is "a really great company to work for."

"In the retail world it's common for managers to work 60 or 70 hours a week, but not at Maurices," Moyd said in a telephone interview. "We're all like family — they really treat us well."

"It's really an awesome company to work for," she added.

The Broken Arrow location has eight employees, but Moyd said she is still accepting applications because seasonal employees will be needed soon for back-to-school sales.

The Broken Arrow store is one of more than 50 that will open this year, according to Maurices' Web site.