

# VERONICA BEARD

## Veronica Beard to open in Phillips Place this Spring

(February 2023) - American ready-to-wear brand, Veronica Beard is set to open their first stand-alone retail store in North Carolina in the spring of 2023, bringing the brand's unmistakably stylish, feminine, and vibrant style to Phillips Place, Charlotte's finest open-air shopping and dining destination.

Sisters-in-law, Veronica Miele Beard and Veronica Swanson Beard, founded their eponymous label with the aim to create a modern uniform for today's women. The brand launched in 2010 with their signature Dickey Jacket, before making its New York Fashion Week debut in September 2012. The Veronicas' shared passion for wearable clothes is reflected in the brand's contemporary collections of classic, versatile pieces that are, in their own words, "for the women who make it happen."

To bring the Veronica Beard brand to life, the Charlotte, NC boutique has been decorated in partnership with interior designer Carolina de Neufville, who has created a welcoming space to shop, but also a place to gather and be inspired. A curated product assortment will reflect the Veronica Beard woman - who she is and what she loves.

*"For our retail debut in Charlotte, we put a great deal of time into creating a curated atmosphere that local shoppers will fall in love with. No two Veronica Beard stores will ever be exactly alike, we want our customers to come for the clothing and stay for the experience!"*

Veronica Miele Beard & Veronica Swanson Beard

"Veronica Beard is an incredible brand that we know will be extremely successful in the Charlotte market. This store opening marks just the beginning of new contemporary and luxury brands we are planning to bring to Phillips Place."

Ray Washburne, Phillips Place Co-Owner

This will be Veronica Beard's first standalone store in North Carolina. The 1,671 square-foot boutique will carry a full product offering including their cult classics collection: the dickey jacket, scuba suiting and denim, as well as outerwear, dresses, jeans, tops, skirts, footwear, accessories and more.

Veronica Beard will be located next to Custom Ink at 6800, Suite C, Phillips Place Court.

**For more information please contact:**

Noel Garcia | [noel.garcia@veronicabeard.com](mailto:noel.garcia@veronicabeard.com)

Emmy Berg, 651.398.1831 | [emmy@phillipsplaceclt.com](mailto:emmy@phillipsplaceclt.com)

**About Veronica Beard:**

Veronica Beard was founded by sisters-in-law Veronica Miele Beard and Veronica Swanson Beard in 2010. What began as a rack of dickey jackets has expanded into a full lifestyle collection for the women who make it happen. Their motto: Look good, feel good, do good. Learn more about our #VBGivesBack initiative [here](#) and our *Make it Happen* series [here](#).

**About Phillips Place:**

Phillips Place is Charlotte's finest open-air shopping and dining destination with exclusive, specialty retail and unrivaled restaurants. Opened in 1997, Phillips Place is Charlotte's first true mixed-use development, a European village-style center featuring retail, residential, and entertainment. Conveniently located in the heart of the affluent SouthPark neighborhood, Phillips Place is home to 25 retail shops and restaurants, both national and local, and houses one of only six RH Galleries with a Rooftop Restaurant in the country. To learn more about Phillips Place and to view our store directory, visit [www.phillipsplacecharlotte.com](http://www.phillipsplacecharlotte.com).