

Specialty Store Services Announces New Monthly Feature : Customer Spotlight

Specialty Store Services has debuted a new monthly feature highlighting the successes and achievements of selected retail customers

DES PLAINES , IL, UNITED STATES, May 18, 2015 /EINPresswire.com/ -- Specialty Store Services is excited to announce their new monthly feature: [Customer Spotlight](#). Each month, Specialty Store Services will select a customer to profile for trade tips and advice in a question and answer format. Specialty Store Services is excited to share this feature with a large network of customers.

As small business owners themselves, Specialty Store Services' owners [Eric Weinstein](#) and [Evan Finke](#) have always been fascinated by what drives the retail environment. They believe listening to stories of other entrepreneur's successes and struggles offers a valuable learning experience for others with the same dreams. Even entrepreneurs with proven track records always have room to learn.

"At Specialty Store Services, our customers are the foundation of our business. Without them, we would not be where we are today. And while we aim to educate, often times we've found that it's us who end up learning valuable lessons from our customers," says Weinstein.

For the first Customer Spotlight, Specialty Store Services spoke with Shannelle Armstrong-Fowler, owner of Haute & Co. Bridal Boutique in Chicago, IL. Shannelle found her footing by filling a market niche; she opened her store after noticing the absence of boutique options for curvy and plus size brides. She found that the only options in the market for curvy women were big box retailers or unknown online sellers. "I wanted to provide a collection of curvy and plus size wedding dresses created by established luxury designers that would provide fashion-forward, classic, and unique options for our brides.



The graphic features an orange banner at the top with the text "NEW MONTHLY FEATURE" in white. Below this, the word "CUSTOMER" is written in light blue, and "SPOTLIGHT" is written in large, bold, dark blue letters. A magnifying glass icon is positioned over the letter "O" in "SPOTLIGHT". Below the main title, the text "New Monthly Feature: Customer Spotlight" is displayed. On the left side, there is a photograph of Shannelle Armstrong-Fowler, a woman with dark hair, sitting at a desk with her hands clasped. To the right of the photo, the text "Q&A with Shannelle" is written in blue, with "Haute & Co.™ Bridal Boutique" in a smaller font below it. At the bottom right, there is an orange button with the text "READ FULL INTERVIEW" in white.

Q & A with Shannelle Armstrong-Fowler

In the conversation with Shannelle, she speaks on the importance of managing your reputation, the power of social media and online review sites. and how to to lose sight of your original vision. Read the full interview below on Specialty Store Service's [website](#).



**Shannelle
Armstrong-Fowler**

HAUTE & CO. BRIDAL BOUTIQUE



Haute & Co. Bridal Boutique

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