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## Filene's Basement hosts 'I just got a bargain!'

(Oct 29, 2008 at 12:00 AM) - Contributed by Bari Auerbach

Aventura grand opening/networking event Aventura Marketing Council members got much more than they bargained for when the legendary Filene's Basement hosted a high-style grand opening/networking event matching world-famous bargain prices on designer labels with top-of-the-line business building. Over 300 guests were among the first to see Filene's Basement fabulous new Aventura store now open at 176th and Biscayne Boulevard featuring European and American fashions for women, men and kids -- always 30-60% off department and specialty store prices.

From the best in ready-to-wear, designer jeans and active wear - to intimate apparel, shoes, famous fragrances and accessories, Filene's truly lives up to the motto: "Where Bargains Were Born" - and you can see the great savings on every price tag!

The gala Aventura grand opening of Filene's Basement featured an all-star lineup of "famous names" including baseball legend Hank Aaron, who serves on the company's board of directors; Filene's Basement president Mark Shulman; marketing vice president Charlotte Brewer, general manager Andrew France and Heywood Wilansky, CEO of Retail Ventures.

AMC Chair Cliff Schulman of Greenberg Traurig, the evening's emcee, proved his fashion sense is as good as his sense of humor, introducing his wife Mickie as "A major league shopper!"

In honor of their grand opening in October (breast cancer awareness month) Filene's Basement presented a generous donation to Jim Konschnik, CEO of the Florida Breast Cancer Coalition Research Foundation.

Members of the Aventura City Commission, Sunny Isles Beach Commission and North Miami Beach City Council were also on hand to join in the ribbon-cutting ceremony. "This is the first grand opening that AMC President Elaine Adler invited me to where I asked, 'Can I come early to shop?!'" exclaimed Aventura Mayor Susan Gottlieb.

Flashing back to how Filene's Basement became so fashion forward, AMC friends from Northern Trust, Bank Leumi USA, the Miami Beach Chamber of Commerce and Superfine Associates learned the concept of the "off price" store was born in Boston in 1908 when Edward A. Filene opened Filene's Basement to sell off excess merchandise from his father's department store upstairs.

Top-name professionals from EWM Realty, Aventura Animal Hospital and Granoff Enterprises were especially impressed with Filene's Basement easy-to-shop departments with racks displaying designer names like DKNY, Guess, Armani, Ed Hardy, Calvin Klein, Tommy Hilfiger, Ralph Lauren, Prada, Fendi, Lucky Brand, Liz Claiborne, Anne Klein, Dana Buchman and many more.

Dressed-for-success colleagues from Jungle Island, Stop Hunger, Potamkin Honda, Hadassah, Miami-Dade County, Miami Gardens Florist, Juice Plus, and Nelson & Nelson were happy to hear Filene's Basement second level features the best in men's sportswear and sophisticated business attire at bargain prices plus a luggage section perfect for frequent flyers.

Singles from CitiBank, Stern Bloom Media, Colonial Bank, Washington Mutual, Kaye Louise and Bank of Florida with "mergers" in mind noted Filene's Basement is also famous for the annual "Running of the Brides" event when brides-to-be can save thousands on designer wedding gowns.

Teams from Ultimate Boxing & Fitness, Newport Beachside Hotel & Resort, Berlin Designs, Highland Oaks Middle and Neufeld, Kleinberg & Pinkiert planned on signing up for Filene's Basement "Fan Club" to receive special discounts and advance bargain alerts.

Many AMC members who had banner business days were even more excited about leaving the grand opening/networking event at Filene's Basement with shopping bags declaring the most satisfying accomplishment:

I Just Got a Bargain!"

"Filene's Basement is located at 17651 Biscayne Boulevard in Aventura.

For more information, phone: 305- 936-2497 or visit [www.filenesbasement.com](http://www.filenesbasement.com)