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SOPHIA'S COSTUMES CELEBRATES DIAMOND ANNIVERSARY WITH GRAND REOPENING IN GREENWICH, CT AND ONLINE

Newly remodeled downtown store and expanded web selection debut Sept. 15

Greenwich, CT (Sept. 15, 2011) – Diamonds are a girl's best friend, and Sophia's Costumes is sparkling like a jewel for its diamond anniversary, thanks to a three-month remodeling and an expanded internet presence. Sophia Scarpelli, owner of the eclectic shop at 1 Liberty Way that bears her name, kicks off the 30th year celebration with a reception today, Thursday, Sept. 15, from 5 – 8 p.m., for customers, friends and the Greenwich community.

When Sophia's Costumes opened in 1981, it was a local shop for a discriminating clientele seeking antiques and vintage clothing. Today, it is not only a respected business in Greenwich, it is a thriving enterprise capable of serving customers all over the country and the world via its web site, www.sophiascostumes.com. Unlike chain or warehouse stores, Sophia's is a personal-service establishment that offers high-quality costumes year-round for rent and purchase to suit all ages, sizes and occasions.

"We are no ordinary costume store," says Scarpelli. "In the past three decades, we've grown in both scope and reputation to be the premiere place to shop for costumes, accessories and unique gifts, but we haven't lost that personal touch. No temporary 'pop up shop' provides the service, expertise, variety and quality that Sophia's Costumes offers."

Sophia's Costumes serves families throughout the school year with quality children's costumes for parades, plays, theme parties, projects and holiday assignments like Colonial Day and History Day. "Whether your child has a school report, activity or event, or is involved in theater, we will work with your budget to make his or her dream a reality," assures Scarpelli.

Along with a huge contemporary costume selection, over the years Sophia's has amassed a giant collection of authentic vintage apparel and accessories. "If authenticity is your goal, we will satisfy your needs," promises Scarpelli. "We're the first stop for party guests and event planners going for a 'period look.' For example, when Dacron® celebrated its 50th anniversary last year, their team came to us to outfit models in the iconic polyester to appear on the national morning shows."

More information can be found at www.sophiascostumes.com. Sophia's Costumes is also on Facebook.

About Sophia's Costumes

Sophia's Costumes started 30 years ago in Greenwich, Conn., as a vintage clothing and antiques shop. It has grown in both scope and reputation to be the premier place to shop for costumes and accessories. Along with a huge costume selection, Sophia's has amassed a giant collection of authentic vintage apparel available for rent to discriminating customers requiring the ultimate in authenticity and style. Shoppers also will find a beautiful collection of vintage jewelry, candles, one-of-a-kind gifts and a spectacular selection of ornaments and decorative pieces from around the world. For more information, please visit www.sophiascostumes.com.