

# Two new stores big boost to Deerfield Towne Center

Posted: 07/13/2010



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DEERFIELD TOWNSHIP, Ohio - Deerfield Towne Center is about to get a boost with two new tenants. Charming Charlies and Buy Buy Baby will fill most of the mall's vacant space.

Like most shopping areas, Deerfield Towne Center off Mason Montgomery Road had several stores that didn't survive the economic slump. The new stores are a sign that retailers are preparing for the spending to pick up.

Construction has already started for Charming Charlie. The Houston-based store's website describes it as a women's accessory boutique for every occasion. Another large section of vacant space will become Buy Buy Baby. The baby store already exists in sixteen states. The only other store in Ohio is at Easton Mall in Columbus.

The owner of Pure Concept Salon, Renee Heidrich, is excited about her new neighbors and the new manager of the mall. "They want us to come together as a team and create excitement in the mall," said Heidrich.

Heidrich also said the mall manager has new plans for advertising throughout the towne center.

Township Trustee Chris Romano hopes that this is a sign of an economic upswing. "It's funny, people notice vacancies a lot but they don't see when the vacancies get filled."

Kandace Cox is a Maineville resident who frequents Deerfield Towne Center. She said she's cut back on her spending but there's one thing she hasn't given up, manicures at the towne center's Venetian Nail Spa.

Cox said she was very excited when the mall opened six years ago because it created a convenient place to shop. She said she was sad to see so many stores leave and she's hopeful the mall will return to how it was when it first opened.



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