



## 2016 Fact Sheet

### About

Recognized as one of the top lingerie stores in the nation and as one of Austin's beloved iconic businesses, Petticoat Fair offers expert fitting services to help women in all stages of life look and feel their best. The store has been owned and operated by the Andrews family for 51 years, and offers a comprehensive selection of bras, shapewear, swimwear, sleepwear, and other undergarments in a wide range of sizes and styles.

### Leadership

Kirk Andrews, CEO/Owner

Kali Andrews, Buyer and Fitting Specialist

### Recognition

- Best of Intima (national lingerie industry trade journal) Awards: Best Women's Care in North America in 2006; Best Destination store in North America in 2013; Best Reference Shop in North America in 2015
- Austin Chronicle Critic's Choice Awards: 1998, 2005, 2009, 2014
- Body Magazine Award for Best Retailer, 2007
- Top Choice Awards, Austin's Top Lingerie Retailer, 2016

### Location

Northcross Center, 7739 Northcross Drive, Suite M, Austin, TX 78757

### History

Bob and Betty Andrews opened Petticoat Fair in 1964 on the section of Guadalupe Street known as The Drag, near the University of Texas campus. In 1972 Petticoat Fair became one of the original tenants at Highland Mall. The couple moved Petticoat Fair to its current location in Northcross Center in 1992.

### By the Numbers

- 8,900 square foot retail space
- 75 manufacturers represented
- 29,270-plus bras in inventory
- 20 employees
- 47,400-plus items currently in inventory

### Sizes

- Bras from 28 to 56 in band size and AA to N cup sizes
- Nursing bras from 30 to 50 band and B to N cup sizes
- Swimsuits from size 4 to 32
- Cup-sized swimwear with band sizes from 30 to 42 and D to K cup sizes
- Sleepwear sizes XS to 4

## Top Manufacturers

Anita	Elomi	Natori
Betsey Johnson	Fantasia	Oscar de la Renta
b.tempt'd	Freya	Panache
Carole Hochman	Goddess	PrimaDonna
Chantelle	La Cera	Simone Perele
Christine	Mad Mac	Tia Lyn
Cleo by Panache	MarieJo	Wacoal

## Products

- Bras—Seamed, Seamless, Molded (T-Shirt), Strapless, Sports, Non-Wire, Push-Up, Minimizer, Bustier, Nursing, Post-Surgical, and Maternity
- Panties—Bikini, Thong, Boyshort, Plus Size
- Swimwear—Bikini, Tankini, Bottoms, Cover Ups, One Piece, Bandeau, Halter
- Sleepwear—Gowns, Bridal, Chemises, Camis, Pajamas, Nursing, Robes, Plus Size, Babydoll
- Bridal and Formal—Petticoats, Bustiers, Strapless, Garter Belts
- Petticoats—Double Ruffle, Empire Waist, A-Line, Flounce, Hoops, Tea-Length, Trumpet, Mermaid, Children's Sizes
- Accessories—Solutions, Garment Care, Adhesives

## Fast Facts

- Online shopping available at [www.petticoatfair.com](http://www.petticoatfair.com) (with free shipping on orders more than \$100)
- Expertise in fitting bras for women who have had mastectomies, lumpectomies, reconstruction, or augmentation
- Petticoat Fair's Bra Club offers customers a free or greatly discounted seventh bra to customers who purchase six bras in a 12-month period (the average price of the six bras is applied toward the seventh bra)
- Bridal registry is available
- On holiday weekends, approximately 50 percent of customers are from outside of Austin

## Website

[www.petticoatfair.com](http://www.petticoatfair.com)

## Social Media

Facebook.com/PetticoatFair

Twitter, @petticoatfair

Instagram, @petticoat\_fair

YouTube.com/PetticoatFair

## Media Contacts

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