



WHITESTOWN MUNICIPAL COMPLEX

6210 South 700 East
Whitestown, IN 46075
317-769-6557

For Immediate Release:

January 22nd, 2016

Media Contact:

Tanya Sumner

Assistant Town Manager, Director of Public Relations

o: (317) 732-4536

c: (317) 914-7707

tsumner@whitestown.in.gov

RIBBON CUTTING CREATES SPARK FOR DOWNTOWN REVITALIZATION

Designer Sewing Center Hopes Historic Location is Key to Success

Whitestown, IN – Natalie Reiners has loved to sew since she was a little girl, learning from her mother and grandmothers who were accomplished seamstresses. Her love for design took her to the fashion industry where she worked for such companies as Michael Campbell, Deni M and La Quinta Apparel; a private label manufacturer for Nordstrom and Saks Fifth Avenue in the 90's. She eventually worked her way up to principal designer with Baby D's, producing urban clothing under the Hannibal Apparel label. Now, the Whitestown resident is bringing her lifelong passion for sewing full circle by opening her own sewing shop where the next generation of little girls and boys can learn about the craft she loves.

Reiners' new business is opening in a historic location -- a building built in the 1800's that was a cornerstone business location in Whitestown for more than a century. The renovation of this historic building gives a real push to the Town's Legacy Core revitalization project.

"We are ecstatic to see new life coming to the original core of our Town. That was the area that Whitestown was built around when the railroad came through. It was a hub of activity and shopping and it can be that again someday very soon." Said Dax Norton, Whitestown Town Manager. "The private market is seeing the value and investing money and time into the area. The owners of L.A. Café and L.A. Cycles were some of the first to see the great potential of Whitestown's Legacy Core. Our local Pizza King and State Farm Agency followed suit. Now more business owners are catching on. We have several very successful businesses in our Legacy Core and we are thrilled to add such a unique shop like the Designer Sewing Center. It will draw new foot traffic to that area. Those visitors will see our new Farm Heritage Trail and our other business and will hopefully decide to make a return trip to our historic downtown to spend more time."

A real estate company is currently renovating a suite in the same building with plans to relocate its headquarters there. Others are in talks with the Town to bring something big into the Legacy Core very soon. The growth all stems around the new Farm Heritage Trail, a 2 mile walking/biking trail that runs through the center of historic Whitestown along the former railway that made the downtown a bustling destination in the 1800's and 1900's.

Reiners' can see the new Farm Heritage Trail right outside her windows. She hopes the trail will bring customers to her shop on foot and by bicycle. "We want to be that local business that people can walk or bike to. We want to be the neighborhood sewing shop. That's the reason we're offering two free community programs for adult sewers and quilters on Tuesdays and Thursdays, to make this wonderful craft accessible to everyone." Said Reiners. "We're excited to be part of the revitalization of this historic area, and to help bring new life to such a landmark building."

WHAT: Ribbon Cutting for Designer Sewing Center (Owner Natalie Reiners will be available for interviews)

WHEN: Tuesday, January 26th at 9:30am

WHERE: 8 S. Main St. Ste. 103 Whitestown, IN 46075

Fast Facts:

- Whitestown was the fastest growing community in Indiana 4 years in a row in 2015, with a projected population of 12,000 residents by 2020
- Ranked 7th best place in the country to buy a home by the National Association of Realtors in 2015
- Ranked 3rd best suburb to raise a family in Indianapolis metro by Niche Magazine in 2015

Media Contact:

Tanya Sumner, Assistant Town Manager/Director of Public Relations

o: (317) 732-4536

c: (317) 914-7707

tsumner@whitestown.in.gov



