



So Hip! *hot boutiques*

BLOSSOMS/BBZ--

BY SUSAN LANIER-GRAHAM
PHOTO BY REBECCA DEVANEY

For women who love to shop!



Suzanne Stopp,
owner of Blossoms/bbz

What is your all-time favorite brand?

Diane Von Furstenberg.

What is your favorite clothing find?

It's that pair of jeans you look and look for that actually makes your butt look good!

What is the biggest mistake you see people make with their wardrobes?

I believe people express themselves through fashion. The biggest mistake—if there is one—is dressing away from your age, whether that is older or younger.

What do you do when you aren't at the store? I enjoy my time with my family and friends, filling every hour of every day with some sort of adventure and good times! I live life to the fullest.

Ten years ago, Suzanne Stopp took all of her knowledge as a clothing and cosmetics buyer and decided to open a shop that catered to fashion-conscious girls and preteens. Since she'd spent those years of her own life right here in Scottsdale, she knew it was the perfect place to build her dream. Ten years later, she has a loyal following of clients she has outfitted for a decade.

"The shop has evolved," explains Stopp. "We started as Blossoms, a boutique that catered to the girls/tween market offering high end contemporary fashions. The moms begged for the same concept for themselves, thus bbz was born." Recently, Blossoms Baby opened on the store's second level in response to the moms who want to outfit their newest family members.

Many of Stopp's adult clients first came to the shop as children. "We were a part of many of those important milestones in their lives. Now those same customers want us to be there for the future milestones."

Stopp's philosophy for the shop is to remain true to her customers' needs. She says she always remembers that she is there to give them what they want. "My vision grows and changes as their needs do."

That is evident in the eclectic assortment of items in the shop, with clothing from La Rok, 7 For All Mankind, Juicy Couture, Joie, Citizens of Humanity, Bejeweled and more. Even though the shop is open and spacious, allowing you to shop without bumping into displays or other customers, you'll still find a treasure chest of fashion goodies. The hip main level offers racks of clothing and accessories that are wearable and fun. The Blossoms Baby level is a rainbow sherbet-inspired boutique for tiny tots. You are sure to find just enough sparkle to please even the youngest customers. Whether you're looking for something for yourself, your guy or your little ones, you'll find it at Blossoms/bbz.

Blossoms/bbz at Kierland, 7030 E. Greenway Parkway; 480.367.9406. ☎