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## Berkley Girl

by Christine Chagaris

Girls who want the latest in fashion and accessories can revel in the merchandise that Berkley Girl has to offer. The store was born from an idea that owner Jennifer Bruder had five years ago. "I wanted to cater to a market that was underserved, the "tween" market (girls age 8-12). I did some research, and took it from there. There was a need for this type of store aimed at young girls."



Berkley Girl is primarily aimed at girls in the 8-12 year old age range; however, it also offers merchandise for gals spanning 6-15 years old. Customers are greeted with snappy music that plays in the background, which provides a good beat to browse (or buy!) by.

The store mixes dressy and casual attire, along with trendy sleepwear and a wide array of accessories. Accessories include a variety of jewelry, books, handbags, backpacks and, let us not forget those staples of many a young girl's wardrobe, the one and only blue jeans and leggings.



There are also various items available that are great for birthdays and special occasions. Indeed, I purchased a lip gloss compact for a friend's daughter, provided with a complimentary lollipop. (There is also bubble gum for those who love sweets.) Berkley Girl is also unique in that it gathers advice and suggestions for store ideas from area moms, and the store also offers "focus groups" at its locations for girls ages 8-14 to get their input as well.

Berkley Girl offers its customers one-on-one service, and carries lines such as:

- Betsey and Babs
- Z. Cavaricci
- Juicy Couture
- Junk Food Kids
- Lemon
- LoungeFly
- Le Sportsac
- Monkey Wear
- Plum
- Polo Ralph Lauren
- Priorities
- Puma
- Seven Jeans
- Sugar Lips
- Tractor
- True Religion

The store has a large Upper East Side clientele; however, it also gets customers visiting from out of town as well. Berkley Girl also has another store on Columbus Avenue, so "tweens" from "East to West" are well served!

**Berkley Girl**  
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