

Santana Row becomes sixth location for Blues Jean Bar

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Posted: 03/14/2009 12:00:00 AM PDT

Santana Row became the sixth location for a Blues Jean Bar, which opened this week at 377 Santana Row. The boutique specializes in denim and provides fit experts who can help customers navigate the bewildering assortment of premium denim.

The company was founded by New Orleans native Lady Reiss, who opened the first store in San Francisco in 2004 before expanding to Chicago, Dallas, Santa Monica and Denver.

The concept of the store is modeled after a saloon — the jeans are laid out on a bar and on shelves, and customers can ask the "jeans-tender" for help in finding particular brands or the best-fitting pair of pants based on wash, style or label, eliminating the frustration of trying on dozens and dozens of ill-fitting jeans.

The shop carries the top premium brands for both men and women.

Dinner on The Row and A Show: Enjoy dinner at select eateries at Santana Row between March 22 and April 16 and receive two tickets to a San Jose Repertory Theatre performance of the "The Kite Runner," a play based on the novel by Khaled Hosseini.

Dine at participating restaurants Sunday through Thursday, purchase a pair of two-course dinners for \$24.95 each and receive two free tickets to the play by presenting your itemized receipts to the Santana Row Concierge.

For information see santanarow.com.

Here come the brides: It's probably not going to cause the stampede of the infamous "running of the brides" wedding gowns sale at Filene's Basement, but we think a one-day-only bridal sample sale at the new Priscilla of Boston store in San Francisco is going to get women lining up in their Nikes in this economy.

Wedding gowns by Priscilla of Boston, Melissa Sweet and other labels that sell for \$2,000 to \$5,000 will be marked down as low as \$199. Bridesmaid and special occasion dresses start at \$19.99. The sale runs from 8 a.m. to 8 p.m. Friday at all store locations including 170 Grant St., San Francisco. For information call (415) 951-0400.

New store opening in Campbell: Ayla, a store featuring Peruvian imports, opened its doors recently in downtown Campbell.

The shop features women's and children's fashions from South America, including apparel, swimwear and accessories. Kids clothes are carried in sizes from newborn to 4 years old. The store offers hand-sewn, one-of-a-kind embroidered pieces made in Peru.

Ayla is at 381 E. Campbell Ave.

Bad times on Main Street: According to the latest National League of Cities survey, city officials around the country are reporting declining retail sales and an increasing number of store closings, particularly locally owned stores on cities' Main Streets.

The survey reveals that those retailers appear hardest hit by the downturn, with 63 percent of respondents saying the highest number of store closings are those located on a city's main retail thoroughfare, as opposed to neighborhood centers and regional malls.

The reasons were not addressed, but industry experts have cited consumer demand for low prices to be the No. 1 reason discounter Wal-Mart has fared well while nearly every other merchant has suffered during the recession.

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