

News Release

Blue Hill Data Services Supports Avenue Stores

As seen in the July/August Edition of Retail Merchandiser Magazine

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Avenue Stores' impressive turnaround is featured in the July/August issue of Retail Merchandiser Magazine, in an interview with Elizabeth Williams, CEO. Avenue, a national specialty retailer for plus-sized woman, is positioned to take advantage of its burgeoning target marketing. Since Avenue's Chapter 11 filing, which included mismanagement of product, promotions, real estate and operations, the number of stores shrank from 433 in 2011 to 289 post-bankruptcy and the number of employees dropped from 4,200 in 2011 to 2,500.

Avenue has since created a strong new executive team, starting with Williams, who worked at Macy's for 12 years, Dayton Hudson for 3, Sears for 6 and Charming Shoppes for 12. She came out of retirement to head Avenue because she loved its potential. ***"Turnarounds are exciting because you can start from scratch and build a solid framework for long-term sustainable growth," says Williams.***

According to Williams, the new company has turned operations from cumbersome to streamlined, managers from implementers to decision-makers, real estate terms from unfavorable to favorable, expenses from excessive to realistic and product from outdated to on-trend. ***"Our lead-times have dropped from 8 to 9 months before to 4-5 months now, based on how we're sourcing our merchandise,"*** Williams says.

Blue Hill Data Services is pleased to be supporting Avenue Stores by providing flexible and cost efficient IT Solutions.

[Click Here](#) to enjoy reading the entire article.

About Retail Merchandisers Magazine

Retail Merchandiser is a national retail business publication and has covered the industry since 1961. The publication's readership includes more than 250,000 within the retail industry, ranging from Buyers to CEOs and Visual Merchandisers to Consultants across almost every chain. Some of these include Target, Staples, CVS, Walmart, Best Buy, and Tiffany & Co.

About Avenue Stores

Avenue, a national specialty retailer for plus-sized woman, is positioned to take advantage of its burgeoning target marketing. The New Jersey-based company, founded in 1983, operates 283 stores, mostly in strip centers across the county, and a growing e-commerce business. It sells modern, fashionable clothes at affordable prices, targeting a customer who is 35 to 65 years old and has an average annual household income of \$65,000.



About Blue Hill Data Services

Blue Hill Data Services helps customers **reduce their operating costs** and **minimize risk** by providing fully managed data center hosting solutions, and a full array of complementary IT support services. Our highly skilled and experienced staff, world-class **on-shore facilities**, and reliable 24x7 services have supported customers worldwide and from all industries since 1994. We specialize in **mainframe, open systems, and AS/400 iSeries managed hosting services; Applications Services; Colocation services; Dedicated Disaster Recovery and Business Continuity Solutions**. Our deep technical skills and long standing experience enable us to **support our customers' legacy environments** as well as **implement new technology solutions**. Our differentiation is providing customized solutions, **flexibility with contracts and SLAs**, and personalized attention and services. We are proud our customer retention is 100%.

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