

FOR IMMEDIATE RELEASE

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FABULOUS FINDS AND CLEAR WATER OUTDOORS, TWO NEW RETAILERS MOVING INTO DOWNTOWN DELAFIELD

April 2013, Delafield, Wis. – Steiner group is pleased to announce the lease signing of Fabulous Finds and Clear Water Outdoors; two successful retail concepts that will bring a continued momentum to Downtown Delafield.

Opening first on May 1, 2013, Fabulous Finds – an Upscale Resale Boutique – will move to 505 Wells Street in Downtown Delafield. Fabulous Finds will bring an “affordable mix of home furnishings and accessories to the discerning Lake Country-area shopper.” Shoppers will find Michael Kors, 7-For All Mankind, Gucci, Marc Jacobs, Louis Vuitton, and more. As for housewares, Fabulous Finds has an eclectic group of design choices ranging from traditional to Tuscan or Country to Contemporary.

Opening the week of May 6, 2013, Clear Water Outdoors (CWO) “is located at 803 Genesee Street by Clock Tower Square. The excellent network of trails and waters in Lake Country sets the perfect backdrop for area outdoor enthusiasts. After participating in the Hartland Community Fest, co-owner Brian Waspi says, “It was exciting to hear all the vibrant feedback, and we’re looking forward to opening our doors to such an active community.” Local paddles will be scheduled at Delafield area lakes this summer as opportunities to try out boats and boards. CWO boasts a number of ACA and PaddleFit Certified Instructors who can be scheduled for paddle instruction, guided tours, and private paddle events.”

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With an opening expected in May for both stores, Downtown Delafield is already buzzing with the news. With additions like Clear Water Outdoors and Fabulous Finds, shoppers are finding less reasons to travel East when they can find everything they need downtown.

“Downtown Delafield isn’t just for shoppers anymore – it’s for retailers too,” jokes Jason Steiner, CEO of Steiner group. “As downtown continues to develop and attract new, boutique-like retailers not found elsewhere, we’re becoming quite the destination for both stores and shoppers alike.”

Ethan Elser, Asset Manager at Steiner group, reiterated Jason’s thoughts stating, “With the lease signing of Hispania [the new Mexican Fusion restaurant opening in May], we’re getting even more interest in the downtown-area. This is exactly the tenant mix we have been targeting for the last 12 months or so. Don’t think this is the end either; we have a few more announcements on the horizon.”

With these two additions comes some change, though. The Delafield Arts Center has relocated its entrance from Genessee Street to 527 Milwaukee Street to accommodate Clear Water Outdoors which will create a street-side presence the Center was seeking.



Steiner group, Inc. is a Milwaukee-based commercial real estate investor, developer, and manager with assets of approximately \$50 million in Southeastern Wisconsin. Additionally, Steiner group owns or manages roughly 2 million square feet and continues to seek new opportunities. Steiner group operates office, retail, multi-family, and industrial assets while strategically developing in under-served areas.