



### La Bella Vita features distinctive accessories for the home

A new contemporary gallery and gift shop — La Bella Vita — is giving one of Middleton’s main thoroughfares an urban, edgy feel. La Bella Vita (which means “the good life” in Italian) is located at 7466 Hubbard Street, across from the Middleton Antique Mall and nestled between the popular Cajun restaurant Louisianne’s and the pop-art gift/accessory store Tickled Pink. It’s owned and operated by Yvette Kindschi, a Madison-area interior designer/painter who is sought out for her work with hip, faux finishes.

Kindschi is continuing to offer decorative services, as well as special event-planning, through the gallery that carries a wide selection of interesting glass, ceramics and wood crafts, jewelry, permanent botanicals and functional art highlighted by fused metal flatwear and cutlery designed by Carrol Boyes of South Africa. Some pieces — such as Myra Burg’s Silent Oboes, constructed of colorful fiber-wrapped tubes hung on the wall in different directions like gigantic Pick-Up sticks, or the mammoth crocodile palm on a stand — speak volumes of what La Bella Vita is all about.

“I look for distinctive, worldly accessories and art with an emphasis on texture and architectural design,” says Kindschi whose own home in the country is open and modern. “I am also trying to carry things that are exclusive and unique to the area,” she adds.

Most of La Bella Vita’s offerings, such as Stoner Hatton’s geometric anodized-aluminum mobiles, have an untraditional feel about them. Nothing is taken for granted. Instead of stocking average, rounded tapers, Kindschi sells square ones. Collectors of one-of-kind handbags will want to check out the supply. And Terry Stack’s interchangeable belts and buckles add uniqueness to the gift/crafty mix. The small gallery is also a great background to show off Kindschi’s talents as a faux painter and designer. The store is open from 10 a.m. until 6 p.m. Monday through Friday, until 5 p.m. on Saturday and from noon until 4 p.m. on Sunday. To view more work, visit La Bella Vita’s Web site at [www.lbvgallery.com](http://www.lbvgallery.com)



### Terese Zache Designs is on the move

Madison designer Terese Zache is moving her women’s apparel store, Terese Zache Designs, from Greenway Station in Middleton to Hilldale Shopping Center this fall. In the process, she will nearly double the size of her store. The targeted date for the opening of the Hilldale store is October 1.

“I will be carrying more accessories, including small gift items, more brands and more sizes in clothing,” says Zache. “I missed serving some of my customers because I didn’t have the quantity in sizes I

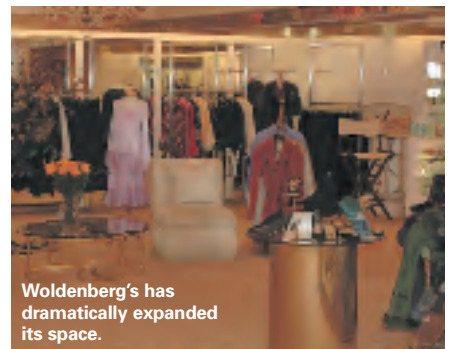
needed. I also think it’s a great location. I like what Freed (developer Joseph Freed & Associates) is doing,” she adds.

The fashion designer, who operated a customized apparel business out of her home for many years, opened her first retail store in Greenway two years ago. The store specializes in exclusive American and European brands that fall into the “bridge” category, between moderate off-the-rack and designer apparel. The store carries casual, business and more formal attire for women in sizes 2 to 16. The added space will allow Zache to feature more small leather goods, jewelry and scarves among other items. Terese Zache Designs will continue to be open at Greenway right up until the move.

Zache is one of the first new retailers to commit to Hilldale since the west side shopping center began a mammoth reconstruction project this spring. Her decision adds to Hilldale’s reputation as being a prime shopping destination for upscale women’s apparel. The shopping center is also home to several other independent clothing boutiques, including Woldenberg’s, Rupert Cornelius and Jan Byce Design.

### And speaking about Woldenberg’s...

The windows across from the entrance into Woldenberg’s apparel store at Hilldale are boarded up, as the aging shopping center is transformed into a teeming metropolis of town-



houses, restaurants and retail stores. Yet one of Madison’s premiere shops is already showing off its new Bergdorf Goodman-like ambiance, stylized by large mirrors and elegant fixtures with a new 1,200 square-foot bump-out in the back of the store. Its function is two-fold — to provide a New York-like atmosphere for the upscale store that features such distinguished labels as St. John and Burberry and the opportunity to add to its collection of designer shoes, handbags, eveningwear and furs.

Woldenberg’s exclusive French make-up and skin-care line, Darphin, has been



Woldenberg's.

moved to the back of the store so clients have more privacy as they sample different products. From the front, Woldenberg's looks much the same.

But what a surprise as you venture inside.

An open house to celebrate the opening of the new room in back will take place at Woldenberg's from 5 to 7 p.m. on Friday, Sept. 16.

All of the construction occurring outside the shopping center is not hurting business, says co-owner Mike Prue, though he admits men have to be coaxed a little more to come out and shop.

"Guys don't like to be inconvenienced but women, especially when they are looking for an item, don't seem to mind," he says. "They will hunt it down."

Truer words were never spoken.

### Fine art photography open house features Jennifer Hassrick

Photographer Jennifer Hassrick is hosting the grand opening of her new studio at 7702 Terrace Avenue, Suite 2, in Middleton. The open house is from 11 a.m. until 4 p.m. on Saturday, September 10. Hassrick will showcase the diversity of her portrait work, as well as products to display and preserve priceless photographs. These include glycee prints and folios and albums made from handmade Japanese papers and fabrics. Hassrick, whose work is often featured in ANEW, also teaches classes in baby and family photography. Preview her work at [jenniferhassrick.com](http://jenniferhassrick.com).

### The torch is handed down at Suzen Sez

After 18 years in retail, Susan Welch recently sold her popular women's apparel store, Suzen Sez, 2421 University Avenue, to her son and daughter-in-law, Brian and Amy Kahl.

The name, clothing lines and excellent service will remain the same, according to Welch.

"It's been a wonderful ride, with stores in Cambridge, Minocqua and now Madison ... so many customers that have become friends and loyal shoppers over the years. Amy has worked side-by-side with me for several years so the transition has been seamless. We are so pleased we could keep it in the family," says Welch.

A lot of people know Amy for her tennis abilities. She formerly taught tennis during the summers at Bishops Bay Country Club and during the winters at Cherokee Country Club.

"It feels great," says Kahl, who officially took over management of the shop on August 1. "It feels natural; everyone has been so welcoming."

Susan is not retiring. She is joining forces with her husband, Tom Welch, a real-estate agent for First Weber Group.

"I have a degree in interior design and my years in business have prepared me for this next step. I've always loved houses so this just seems to be a natural progression into what is my true love. I just got waylaid for 18 years in retail and women's clothing," Welch says. "But I am excited about starting a whole, new career." ☀



## La Bella Vita

good things for the good life

- fine craft
- modern accessories
- permanent botanicals
- jewelry
- decorative services

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