

MEDIA ALERT

Wednesday, 13 July 2011



Willie Creek Pearls confirms Subiaco location

Willie Creek Pearls today announced plans to launch its second metropolitan-based showroom in the fashionable inner-city suburb of Subiaco.

Conveniently situated on the corner of Rokeby Road and Hay Street, the glamorous new showroom is scheduled to open its doors in August 2011.

Willie Creek Pearls Chief Executive Officer, Tony Maio, said the Subiaco showroom is an exciting expansion for the company.

“We are thrilled to open our second metropolitan showroom in Subiaco. The location was specifically earmarked because of its prime position and the area’s strong fashion focus with other luxury brands,” said Mr Maio.

“Pearls are becoming increasingly popular amongst men and women of all ages and we cater to a diverse price range – as such, Willie Creek Pearls is growing. Whilst our Sorrento showroom is a great location, we now need a central showroom so our growing customer base can view our collection,” he said.

Willie Creek Pearls showrooms are located at Cable Beach and Chinatown in Broome and Hillarys Boat Harbour, Sorrento Quay in Perth. Willie Creek Pearl Farm is located in Broome.

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