

Las Sendas Up Close

Bringing neighbors closer to their community

March 2012

CREASE LIBERTY SPECIALIZES IN THE NEXT BEST THING TO CUSTOM TAILORED PANTS

By AnnElise Makin

Crease Liberty, open since January, in Scottsdale, is an upscale men's casual boutique, specializing in the perfect fit of pants, and its choice labels promise a lasting value for the money.

"We borrowed a European sizing concept, and carry only the best of class," said owner Jeffrey Roberts. Jeffrey, and the store's manager, John Hayes, are longtime Las Sendas residents. Both are excited about their business concept.

Jeffrey, a lifelong apparel specialist and garment wholesaler, has focused on certain German labels. Crease Liberty primarily carries Hiltl pants and chinos, Gardeur five-pocket trousers and jeans and vanLaack fine shirts.

German designers, the fashion trader concluded, don't get enough credit for their works. "But," he challenged, "what would you drive on a long road trip, a German or an Italian car?" He found German pants are built to last.

"Some stores carry only regular rise cuts, but we offer a much broader diversity of fits," said Jeffrey. The correct *seat of the pants* makes all the difference in the look, he found. No more wrinkly, baggy extra fabric.

Crease Liberty's customers may discover the store's jeans can appear custom tailored. "I never saw you looking this good," commented a fashion tycoon after her husband had bought a set of 10 pants at the sister store in Palm Beach, Fla. What an



Jeffrey Roberts

endorsement! People of such stature are known to be very judicious with their money.

The perfect fit of pants has been a continuing ambition for Jeffrey. Therefore, in view of launching the Crease Liberty store, he explored the scope of customers' buying experience.

"I spent a whole day at the Scottsdale Fashion Square," he recalled, "trying on every pair of jeans before I found a decent fit.

But men don't usually have that much time and patience." That's why Crease Liberty provides an efficient sizing system.

"We don't subscribe to the one-size-fits-all mentality," the clothing specialist emphasized. "We'll find a model that works for your body type." Experienced staff can quickly help match each customer with the right cut.

Add to that some sophisticated fabrics. Jeffrey rubs the seam of the safari-style slacks between his fingers, gives it *the hand*, as the trade expression goes. *Smartcel*, according to him, is a highly engineered Lyocel derivative from natural cellulose fiber. It has a pleasant cooling effect when you wear it.

"Gardeur cashmere cotton jeans consistently have been voted best five-pocket pants by our customers," Jeffrey pointed out. "You can wash them in the machine on gentle cycle or dry clean as you please." High-performance fabric and dye make these garments durable.

Each trouser model received much attention to detail in its design. Some of these pants feature details such as double-dye fabrics, close to handmade stitches, travel-map printed lining, a breathable Smartcel waistband, or a conveniently hidden valuables pocket.

In addition to fine pants, Crease Liberty also carries polo

and T-shirts from an American line called Left Coast Tees, as well as a broad range of accessories. On purchasing trips, Jeffrey always looks for in-vogue color combinations next to the red-white-and-blue standard scheme.

Over the past five years, Crease Liberty has created strong customer loyalties in Palm Beach. The customer testimonials speak for themselves. Like the one by a client, who could afford to wear a Kiton made-to-measure suit, valued at \$6,000. "But my favorite things are still my Hiltl trousers," he said.

"It is our ambition to offer men trousers that feel good, look nice, and excel at long-term durability," the owner said. Satisfied customers have come back to Crease Liberty time after time. ■

Crease Liberty is located on 7001 N. Scottsdale Road, in the Seville Shopping Center, at Indian Bend and Scottsdale roads in Scottsdale. Hours are Monday through Saturday, from 10 a.m. to 6 p.m. For more information, call (480) 292-8334.

\$55
Up to four people ride to or from Sky Harbor Airport in a Town Car. \$15 extra for SUV.

**Why risk a shuttle or taxi?
Travel Exstyle for about the same price!**

Make any trip better!

- | | |
|--------------|--------------------|
| Airport | Anniversaries |
| Business | Meetings |
| Pleasure | High School Dances |
| Celebrations | Weddings |
| Conferences | More! |

Live 24/7/365 Dispatch!
Online Reservations at www.exstylelimo.com



Exstyle
TRANSPORTATION
WWW.EXSTYLELIMO.COM

Reliable. Professional. On-time. ...**Guaranteed!**

602-405-2233



CHILD CRISIS CENTER HOSTS ANNUAL GALA

Submitted by Child Crisis Center

Ride the waves, and help turn the tide on child abuse and neglect on Saturday, April 14, at 6 p.m., when the Child Crisis Center will host its annual gala event *Evening in the Tropics Hawaii Two-O*.

Join us where the island of Hawaii meets a desert oasis on the beautiful Palm Grove at the Hyatt Regency Scottsdale, located at 7500 E. Doubletree Ranch, in Scottsdale. Guests will enjoy this outdoor evening filled with surprises. Live entertainment, island sounds, cocktails, dinner and a lakeside auction make this surfside party a must. Proceeds support the vital and necessary funds to serve the needs of the Child Crisis Center's programs.

The Child Crisis Center is more than just a local charity to the people of the greater Phoenix area and Mesa. It has been safety, encouragement and home to more than 12,800 children since it opened its doors in 1981. It has been sanity or a second chance to families in need, and a resource to the entire community. The Child Crisis Center began as a seven-bed emergency shelter for



abused or neglected children, and has grown into an organization, which brightens thousands of futures a year.

So, as they say, "Book 'em, Danno." Be there when the surf's up, and help our efforts to improve childhood for many of Arizona's children. Sponsorship opportunities, tables and individual tickets are available. Tickets are \$150 per person. To purchase tickets, visit www.childcrisis.org. ■

For additional information, call (480) 834-9424.

Phillips West
Publishing | Design | Writing | Photography



POSTAL PATRON
ECRWSS

PRSR STD
U.S. POSTAGE
PAID
PHOENIX, AZ
PERMIT #4460

In This Issue

Prom 2012.....	3	Energy Wellness.....	7
Short Sales.....	4	Desert Rose Preschool.....	8
Self Development Charter.....	5	True Essence Salon.....	9
k Pilates.....	6	Service Directory.....	15