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Local Graphic Designer Draws up Plans for Innovative Shopping Destination

*Rollo Brings Lifelong Passion for Unique Clothing, Jewelry and Fine Art
to New Gallery/Boutique*

Sarasota, Florida, September 13, 2006 – Vicki Rollo, owner and founder of the award-winning local graphic design firm Rollo Design, today announced the planned opening of a boutique/gallery at 1221 12th Street West in Bradenton's Village of the Arts. Together with her husband, management consultant James Rollo, Vicki has restored and transformed a 1920s-era cottage into a creative and colorful shopping destination entitled Hearts Desire. The store will open on Friday, October 6, at 11 a.m. Hearts Desire will feature jewelry designed by Rollo, contemporary women's fashions, accessories and gifts as well as fine art from local and national artists.

Rollo, a graduate of Ringling School of Art and Design, draws from local and international fashion designers and artists to create her one-of-a-kind boutique. Rollo's featured fashion designers include Kersh of Canada, La Neige of Tampa, Tamara of Boston and Pubenza of Peru. Her fine artists include Fire Shadow pottery from Seagrove, North Carolina, fine porcelain from Lynne Meade Studio in California and mixed media from local artists Sally Sloan and Rita Van Gorder. Rollo's jewelry designs, created with semiprecious stones, fresh water pearls, Bali silver and other natural elements, have been featured in both *Style* and *Sarasota Magazine*. Hearts Desire's mission is to provide interesting and unique fashions and art at affordable prices.

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Rollo's many artistic friends and her local government have contributed to the store's launch. Hearts Desire benefited from support from the Bradenton Downtown Development Authority who awarded Rollo a grant to renovate the cottage's façade. Other Village of the Arts merchants have also pitched in with time, energy and moral support to help bring Rollo's dream to life. "It has been a true team effort," Rollo said. "Everyone from my eighty-six-year-old mother to my faux finish artist/neighbor has been involved in this launch. They have all been extremely generous with their time and talent to help me achieve my Hearts Desire."

About Hearts Desire

Hearts Desire is a new gallery/boutique located in Bradenton, Florida's Village of the Arts featuring handcrafted jewelry, affordable women's fashions and accessories, as well as fine art and gifts. After its grand opening on Friday, October 6, the store will be open Thursday thru Saturday, 11 a.m.-4 p.m. and during First Friday Artwalks, from 6 p.m.-9:30 p.m. For more information, please contact Vicki Rollo at 941-302-1069 or visit www.HeartsDesireFL.com

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