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**FOR IMMEDIATE RELEASE**

**BLOND GENIUS BOUTIQUE TO OPEN SECOND LOCATION  
IN THE DISTRICT AT PRAIRIE TRAIL**

Ankeny, Iowa – (July \_\_, 2015) – Erin Eischeid, owner of Blond Genius Boutique in West Des Moines and D.R.A. Properties L.C., developer of Prairie Trail, today announce a new shopping destination will be coming to Prairie Trail in Ankeny, Iowa. The popular and trendy boutique will be opening their second store in the metro. The new store will move into 1,000 square foot of Class A retail space located between Fong’s Pizza and Simpson College Ankeny Campus on Vintage Parkway in The District at Prairie Trail.

“We are so excited to join such a wonderful and growing community! We feel lucky to be a part of the Prairie Trail project. We’re looking forward to giving our clients who travel from Ankeny, Ames, and the surrounding areas, easier access to our boutique!”

Blond Genius Boutique opened ten years ago in West Des Moines and has made the ‘best of’ lists a habit. They cater to a trendy audience who is interested in designer brands and a new kind of shopping experience, including their denim bar and the mobile store called ‘Fashion on the fly’ which is currently parked in Arnold’s Park until August.

“We are so excited to announce another new and exciting boutique opening in Prairie Trail,” said Tara Meredith of DRA Properties. “Mint L.A. Boutique was our first retail shopping tenant, opening in Plaza Shoppes in 2013. They have become very popular with Prairie Trail residents and DMACC students.”

“Erin and Brandon have created a concept with Blond Genius that is popular in larger markets, but very new for Iowa,” Meredith said. “Blond Genius is exactly the kind of company we are trying to attract to join us at Prairie Trail. They are locally

owned with a proven track record of success and they have a fabulous product offering. We know the Ankeny community and Prairie Trail residents will love shopping at Blond Genius!”

Construction in The District at Prairie Trail began in 2012 and includes two large commercial spaces. Building I is 60,000 square feet on two levels at Vintage Parkway and Main Street and is nearly 100% leased. In addition to Blond Genius, Simpson College Ankeny Campus and Fong’s Pizza, other tenants in Building I include Fitness World at Prairie Trail and MJProperties. Building II is directly across Main Street and is 55,000 square feet on two-levels. Construction on Building II began in January 2015.

According to Meredith, “The District at Prairie Trail was designed as the ‘town center’ area where residents can go and be and interact with friends. We are so pleased to see it growing just as we envisioned.”

Prairie Trail is the site of the 2015 HomeShowExpo, hosted by the Home Builders Association of Greater Des Moines. It begins July 11<sup>th</sup> in the Estates at Prairie Trail and will run for three weekends in July. The public is invited.

### ***Blond Genius Boutique***

Blond Genius Boutique is an Iowa company started in 2005 by Erin and Brandon Eischeid. This ultra chic boutique specializes in premium denim, while offering a variety of clothing, accessories, and shoes. Their denim bar is stocked with more than 150 styles of jeans for both men and women of all sizes. They shop various markets across the coasts from New York to Los Angeles. Services include custom tailored jeans, maternity, special orders and gifts. Learn more at [www.blondgenius.com](http://www.blondgenius.com)

### ***About Prairie Trail***

*Prairie Trail is a 1,031 acre planned community built on the tradition of Iowa’s great neighborhoods. It’s a tapestry of diverse and distinctive homes, tree-lined streets, neighborhood stores, nearby offices, schools, parks, and greenbelts. It’s a walk-able development with less traffic, more sidewalks and trails that connect the entire development to the city of Ankeny, Iowa. It’s a place where everything is designed to connect the people to the land, to each other, and to surrounding communities in a very traditional manner. Learn more at [www.prairietrailankeny.com](http://www.prairietrailankeny.com).*

### ***About DRA Properties***

*DRA Properties is an Ankeny, Iowa-based real estate development company founded in 1992 by Dennis Albaugh. Mr. Albaugh is also CEO and owner of Albaugh, Inc., a global agricultural chemical company recognized as the largest wholly owned formulator and packager of crop protection products in the industry. More at [www.drapropertiesankeny.com](http://www.drapropertiesankeny.com).*