Since 2009, Vanilla Sky has designed, produced and sold apparel to all fashionistas on the east coast. From its early days as a small retailer to its current stature as one of the fastest growing fashion boutiques and most reputable companies in the industry, the Vanilla Sky name has become synonymous with high quality fashionable apparel at an affordable price!

Vanilla Sky is a privately held company and is a division of 618 clothing corp, which owns and operates 60+ retail stores in 10+ states.

Vanilla Sky caters to the young and fashionable female shopper, ages 16 to 30, who embrace the latest trends. Consumers look to Vanilla Sky as their destination for high-end fashion at reasonable prices.

The Vanilla Sky stores are designed to appeal to a young, fashion-forward customer. The store layout encourages foot traffic by featuring top trends and price-point items. The environment is full of natural light, music, and staffed with young, fashionable sales associates who can lead customers through a diverse collection of fast-fashion items.

The Vanilla Sky team includes buyers with extensive experience in Millennial fashions, merchandisers who take a hands-on approach to the business, and young fashionable sales associates in-sync with the pulse of the market.

Suburban markets; 100,000 people within a 3 mile radius
Annual household income: $100k

Store Sq Footage: From 1000-2500 square feet

15-21 stores with the next three years

PROFILE
CUSTOMER
OUR TEAM
SITE CRITERIA
STORE EXPERIENCE
DEMOGRAPHICS
CONTACT
David Hoffman
201.319.1400 x124
david@vanillaskystores.com
WWW.VANILLASKYSTORES.COM

LOCATIONS
NEW YORK
Brooklyn, NY, Woodbury, NY, Merrick, NY, Greenvale, NY
NEW JERSEY
Deal, NJ, Marlboro, NJ, Livingston, NJ