

# HUB CLOTHING

*Moving from the mall to the local community*

BY SUSAN LANIER-GRAHAM  
PHOTO BY CARL SCHULTZ

**H**UB Clothing isn't new to the Valley. They've been in business for more than 22 years, with a location first in Tempe then at Scottsdale Fashion Square for the past few years. Now, the stylish fashion boutique has moved into a new home on North Central Avenue in Phoenix. The move was a logical choice for owner Jenifer Mumford. "Over the last 5 years, I have felt a real shift in the Valley towards independent, locally-owned businesses," she explains.

In keeping with the spirit of community, HUB Clothing now calls a restored 1940s storefront home. They will be in good company, with Windsor restaurant and Churn ice cream shop next door.

Mumford believes her customers want to know exactly where they spend their money and they demand a unique product and unique shopping experience. She says her clients really don't want to shop at the mall these days. Looking at all of those trends and considering the innovative men's and women's fashions and accessories she stocks, the move into what she calls a "red-hot revitalized section of north central Phoenix" seemed a perfect fit.

HUB Clothing is the only Arizona retailer offering fashions and accessories by up-and-coming designers such as FRAME Denim, D by D, Black Crane, Ch. (Chapter), Otter Wax and Mina Ro Mina. Mumford strives to stock her store with stylish, affordable fashions and she caters to both men and women—something unusual for boutiques.

"We carry about 60 percent menswear, versus most boutiques which are at least 80 percent women's clothing," she explains.

If you haven't made it into the new location, you're in for a stylish shopping experience. Mumford describes the new space as "SoHo industrial loft meets Parisian pied-à-terre." You'll find a great urban location with painted concrete floors and bright, airy white-painted brick walls and exposed rafters. Mumford added a lot of custom touches, including custom lighting and shelving made from

recycled, powder-coated plumbing fixtures, a white neon sign on the front, and even a couch on the patio so people can window shop in comfort as they eat their ice cream.

Now is the time to head to HUB Clothing for the winter fashions. Mumford is excited about the styles for winter. Shoppers will find an urban street style with colorful graphic tees paired with cooler, cleaner grays, navy blues and blacks.

Mumford is excited about the items she's seeing come in from designers around the world. A top-seller right now is Australian brand Zanerrobe, with a line of chino-legged, elastic-top pants, which are great whether you pair them with flip-flops or boots. This winter at HUB, you'll also find denim styles by London sensation FRAME denim, LA's Asian-influenced designs by Black Crane, and Givenchy-style dresses at off-the-rack prices by Australian designer Cameo.

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