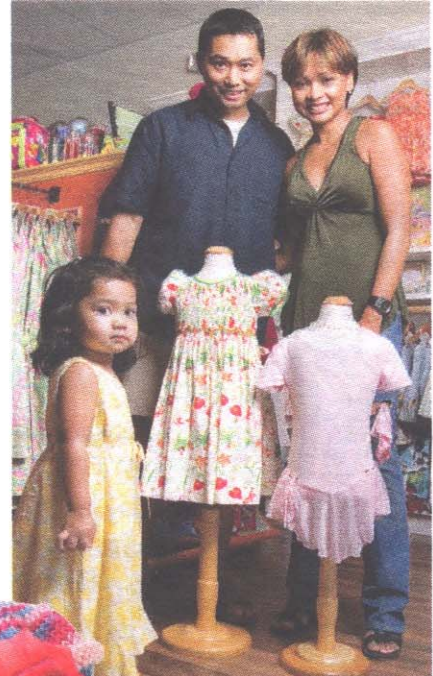


Grand opening
Daniela Jay



WRITTEN BY
MICHELLE WOO
 PHOTOS BY
JILL RICHARDS

Daniela Jay owners Paul and Mariter Torres with their daughter, Daniela Jay.

WE BET THAT Mariter Torres goes to bed each night with a symphony of coos ringing in her ears. Because as customers enter her darling new shop, **Daniela Jay**, all you hear are sounds of enchantment. Filled with goods that make you go *awww*, the west Phoenix women's and children's boutique transports you back to childhood, a time when little boys and girls ran freely on prairies (even if you grew up in a Valley suburb). Here, the main attraction is the dresses. Classic little girl dresses. Mariter and her husband and business partner, **Paul Torres**, wanted to stock the shop with fabrics and frills you won't find at the mall.

"The dresses look vintage, yet fresh," Paul says. "We wanted to keep it simple. Go back to basics. Today, most people associate dresses with parties or church. But during our parents' generation, dresses were fun for every day."

For the couple, both born in the Philippines and who live in the neighborhood, it's the little details that matter most. This month, Mariter launched her own line of girls clothing, Daniela Jay, on which all of the smocking, crochet work and embroidery is done by hand. The pieces charm with whimsical florals, sweet pastel shades and antique lace accents.

Much of what's inside the boutique was inspired by the couple's 2-year-old daughter, **Daniela Jay**.

"She's a girlie girl," Mariter says. "She goes up to the dresses and says, 'Very pretty.'" The store also carries boys clothes, baby accessories, toys, gifts and some great stuff for women of all ages. It offers many trendy lines you'd find at high-end Scottsdale boutiques, including activewear by Mocha, sleepwear by Wendy Glez and jewelry by Tatum. There's also maternity wear, breezy tunics and comfy jersey dresses.

"As a mom, I never have time to shop for me," Mariter says. "It's all about convenience. This is a one-stop shop."

Details: Daniela Jay, 6525 W. Happy Valley Road, Suite C-103, Glendale. (623) 566-8380. Hours are 10 a.m. to 8 p.m. Mondays through Saturdays.



Hand-knit hat, \$36.



Paisley dress with belt by Isabela Collection, \$45.



Brush by Ladypop, \$12.



Infant dress by Daniela Jay, \$32.



Floral dress by Isabela Collection, \$45.

Diaper bag by Ju Ju Be, \$125.

