HPED Welcomes Novitá Boutique

HPED welcomes Novitá Boutique, located at 10 E Eagle Road, to Haverford Township! Owner Renee Hyde has taken over the location from the former owner of Renee James Boutique, and plans to open in mid-May with a grand opening event. Renee is currently expanding the shop, and her goal is for the boutique to be a comforting, welcoming space for "retail therapy," and not be just a quick shopping destination.

Renee is a Havertown native who currently lives in the Manoa section. She returned to Havertown after studying Fashion Design at Philadelphia University (now Thomas Jefferson University) and has been working with fashion since high school, when she was employed at Lizelle's Bridal. She has also worked at Skirt in Bryn Mawr, was an Assistant Designer for Anthropology, and most recently worked at Renee James Boutique. "Since I was a child," explains Renee, "I have dreamed of opening a boutique, and I even imagined locations as I would drive around the area!"

The previous owner suggested that that Renee Hyde should take over the boutique, and it has been a whirlwind dream come true. While customers will still see items from local artisans, gifts, and distinctive clothes, Novitá Boutique will have a completely unique atmosphere. In fact, Renee explains that Novitá means "novelty" in Italian, which perfectly describes Renee's goal of providing an exceptional shopping experience, including on-site tailoring for in-store purchases. Renee wants you to leave her boutique feeling completely confident and comfortable in your choices. To learn more about Novitá Boutique and opening events please follow her on Instagram @shopnovitaboutique or visit her website at https://shopnovitaboutique.com/



Renee notes that during open hours, including the Grand Opening event, Covid precautions will be in place. Masks must be worn by all patrons age 2 and over, and hand sanitizer will be placed throughout the store.