## Spotlight on Business



## KiKi D's

1225 State Road Princeton, NJ 08540

609.430.4600

www.kikidresses.com

"Lots of people ask me if opening a dress shop was my dream. Honestly, it wasn't," says proprietor Mary Hagemann, "It was a business decision. I had been tossing around different ideas and this one made sense on many levels: a dress shop for all women, from black tie to back yard.

"I opened on a shoestring, putting revenue right back into the business. It has been a great success. I am encouraged every day by my customers admiring the gorgeous dresses and gowns. Meeting new people is truly the best part.

"I feel so much more connected to people and the community since I opened KiKi D's. It was only right that I reached out to a bank in my neighborhood that is part of my community. That was why I chose The Bank of Princeton. When I walk into The Bank of Princeton, I am always greeted by name and asked about the shop. Being a small business owner, it warms me to know that I am not going it alone."