

City of Newburgh PRESS RELEASE

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For immediate release

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City of Newburgh Welcomes Two New Businesses to Liberty Street

On June 26, City of Newburgh officials welcomed two well-established businesses with ribbon cuttings at their new locations on Historic Liberty Street.

The event began at The Custom House at 112 Liberty Street. Joyce Hill, proprietor of The Custom House, a center for custom tailoring, fine dressmaking, and alterations, has been crafting beautiful gowns and dresses, great suits, pants, skirts, blouses and shirts for the past 23 years.



Joyce Hill celebrates the new location of her long-time business, The Custom House at 112 Liberty Street with Leetha Berchielli, (Mrs Max), Mayor Nick Valentine and Deputy Mayor Regina Angelo.

“I work with both men’s and women’s clothing,” said Joyce. “What you dream can become reality. I can alter the garments you’ve got or restyle something to make it better, or design something entirely new.”

Joyce previously was working out of her home in the Town of Monroe, and had a shop there for many years. She was drawn to the City of Newburgh by the Jazz Festival, the people on Liberty Street and the general feeling of camaraderie in Newburgh. "It's nifty City," she said.

Hours are by appointment Sunday thru Wednesday. Walk-in's are welcome Thursday, Friday and Saturday from 1-7 p.m. Phone-845-561-8078. Email: thecustomhouse@verizon.net.



Holly Berchielli cuts the ribbon for the grand opening of the new location of Mrs. Max at 101 Liberty Street with her mother, Leetha Berchielli, who started their business 27 years ago. Joining them are Councilwoman Marge Bell, (owner of Newburgh Artisans at the corner of Liberty and Ann St.) Joyce Hill, who also celebrated the opening of her 23 year-old business, The Custom House, in her new location, at 112 Liberty St., Gerardo Castro and Michael Gabor, co-owners of Newburgh Art Supply and the Palatine Shop at 87 Liberty Street, Mayor Nick Valentine, and Deputy Mayor Regina Angelo, proprietor of Landmark Collectibles, a long-time Liberty St. business (113 Liberty).

At 101 Liberty Street, Mrs. Max has arrived...again that is. This time, the 27 year old City of Newburgh business is re-opening its doors on up-and-coming Liberty Street. Led by the mother-daughter team of Leetha and Holly Berchielli, the new locale is headed in a fresh direction and offering a unique boutique feeling.

While the new business promises to continue providing its full-service, reputable dance inventory, a host of new and exciting additions inhabit the colorful, trendy corner spot.

Located across from both Washington's Headquarters and Caffè Machiatto - at the intersection of Liberty and Washington Streets, the new store sits in the continuously growing heart of the city. Inside, you can now find clothes and accessories for both women and men. Jewelry, bags, soaps, cosmetics and other fun things are also amongst the new arrivals. Such popular brands as: Alternative Apparel, Sourpuss, Motionwear, Leo's Dancewear, Danskin and Sailor Jerry adorn the racks. The mother and daughter team also continue their very own label, "Outsider Threads," made right in the store.

Although the new Liberty Street business will no longer stock healthcare uniforms, special orders will be accepted to provide their customers with what they need. The restaurant uniform department will be carrying over to the new store offering the same quality aprons, tuxedo shirts, vests, bow ties and chef coats as in the Rte. 32 location. The group pricing policy will also still be in effect.

In addition to their promise to continue offering quality merchandise, the new location will further serve as the headquarters for local area music as well as the popular free “zine” Outsider Magazine, returning to print this summer. Finally, the space will host an assortment of community-gearred events, including a fashion show, dance demonstrations and classes, and other surprise goodies.

You can reach Mrs. Max at 561-3351.

“This is just more proof that Liberty Street is a destination for business owners,” said Mayor Nicholas Valentine. “Whether they are just starting out, or well- established like the Custom House or Mrs. Max, they recognize that Liberty Street is the place to be.”