

Meijer Launches Own Brand Fashion Line to Fill Office Apparel Gap

Trend-forward line, Ophelia Roe, available in all stores now

GRAND RAPIDS, Mich. – In an effort to help women feel their best at work, Meijer recently launched its own relevant, fashion-forward clothing line, bridging the gap between denim and the ever-formal business suit.

The Grand Rapids, Mich.-based retailer introduced Ophelia Roe, available in sizes small through 3x, to customers in each of its 241 stores earlier this month, said Annette Repasch, Group Vice President of Softlines for Meijer.

“There is a nationwide dilemma where women are confused about what to wear at work because there’s a big difference between denim and donning a structured suit – and those aren’t necessarily the best options on a daily basis,” Repasch said. “We are so excited for our customers to embrace Ophelia Roe because this line is the perfect solution: it’s relevant, fashionable, unique and affordable. You can’t find it anywhere else.”

Ophelia Roe is a first-of-its-kind line at Meijer, offers items to mix and match wardrobes, uses more polished fabrics and features trend-forward details, patterns and cuts. The styles will rotate every 8 weeks for the updated professional.

About Meijer:

Meijer is a Grand Rapids, Mich.-based retailer that operates more than 240 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter [@twitter.com/Meijer](https://twitter.com/Meijer) and [@twitter.com/MeijerPR](https://twitter.com/MeijerPR) or become a fan at www.facebook.com/meijer.

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