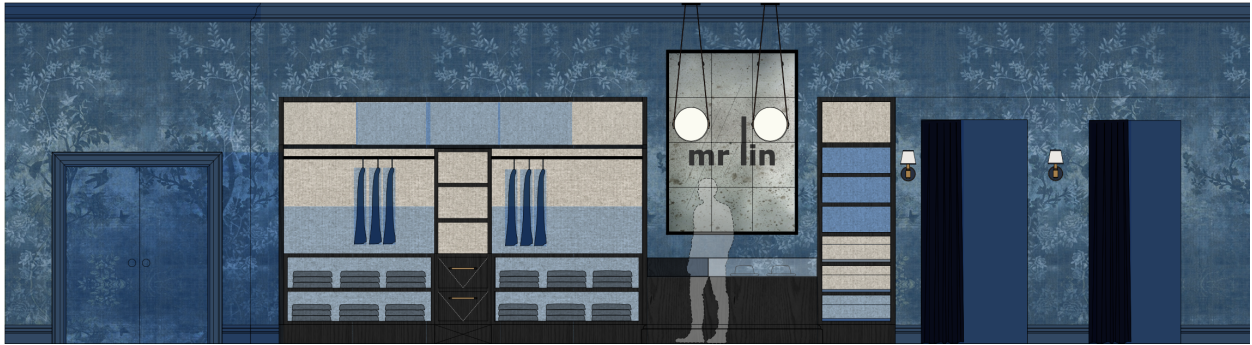


Store Opening Press Release

mr lin



San Francisco, CA (September 8, 2020) *betty lin* opens *mr lin* next door to welcome all the men in our lives.

The team behind the beloved women's luxury boutique *betty lin* is thrilled to announce the opening of their men's store, *mr lin*, a new destination for men's fashion.

"We decided to open *mr lin* as a brother boutique because we had a hard time shopping for the men in our lives. We wanted to address the growing need for high quality pieces that aren't stuffy. If a man is going to wear a t-shirt and a pair of jeans, we are going to help him select the most luxurious t-shirt and well-fitting jeans for him. We believe in quality over quantity. We believe in simplifying the wardrobe, to making style easy, comfortable, and effortless."

"We have created a warm and inviting space for our clients to shop and relax with us. We are fortunate to have a lovely backyard and patio space where we plan on screening fashion videos to help inspire our clients' individual style."

-- Betty Lin, Founder

mr lin: 3615 Sacramento Street, San Francisco, CA, 94118
1-415-345-8688 mrlin.com betty@shopbettylin.com @shopmrlin

Luxury casual: it's the San Francisco business uniform. No suits, no ties. Simply high quality, comfortable pieces he'll want to wear every day at the office or working from home.

mr lin will feature a carefully curated selection of brands including Barena, Transit, Avant Toi, Herno, Y/Project, Hayden, Lanvin, Alberto, and Sunspel.

The store is located at 3615 Sacramento Street, San Francisco, CA 94118
(between *betty lin* women's store and lunch hotspot *As Quoted*)

mr lin will open September 8, 2020 (the day after Labor Day)

Store hours will be operating full business hours: Mon - Sat 10:30a - 6:30p.

Find out more at mrlin.com and see behind-the-scenes shots at [@shopmrlin](https://www.instagram.com/shopmrlin) on Instagram.

Renderings of mr lin:





About *betty lin*:

betty lin is an independent boutique, expertly curated, bringing an elegant and refined approach to San Francisco casual. While we are serious about the business of fashion, we always respect individual style, and do not take fashion, or ourselves, too seriously.

About *mr lin*:

mr lin is the brother boutique to *betty lin* and is a new destination for luxury casual menswear.

CONTACT:

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