

ENTERTAINMENT  
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# UP CLOSE



## RED HOT CLOTHING 103 EAST MAIN STREET SMITHTOWN

By Iris Wiener

Red Hot Clothing is the epitome of eclectic design and apparel. One of the few unique, independently owned shops on Long Island, Red Hot Clothing is on fire after taking customers by storm four months ago. People can't get enough of their custom-made, artistic pieces that cannot be found anywhere else.

Josephine and Marisa, the owners of the quality store, have worked hard to make their shop an exciting, innovative shopping spot. Red Hot Clothing sells many different products, from shirts, hats, messenger bags, club wear, and accessories, to simple aromatherapy items such as incense sticks and oils. The shop also offers Screen printing and promotional products to local businesses.

Josephine has been in the design industry for over twenty years, so she knows what interests people while invigorating their imaginations. She started designing t-shirts for every occasion when she worked at a small screen-printing company in Farmingdale. Since then, she has become a well-known Graphic Designer / Screen Printer. She has designed many logos and shirts for businesses across Long Island. If you've ever seen the Cousin's Paintball logo or the March of Dimes t-shirt, you've been witness to Josephine's talent. Marisa, on the

other hand, is a manager at a popular local restaurant. Although she is not in the design field, she still contributes creative ideas and concepts for all of the new apparel designs. Together they have made Red Hot Clothing a popular and successful clothing brand for



*Marisa & Josephine*

all ages.

From an early age Josephine dreamt of designing her own clothing and accessory line. After much preparation, she and Marisa finally said it was time to stop dreaming and to make dreams come true. With that, Red Hot Clothing was born.

Josephine and Marisa's dreams have clearly come true. Customers love the store, and make return visits just to tell them that it is friendly, entertaining, and unique. They love that they can get involved in designing their own t-shirts in the monthly Red

Hot Wish List. The Wish List lets people submit a saying or design, and customers vote on which design they like the most. In turn the winning design is created and given to the winning customer free of charge.

Red Hot Clothing also aims to promote local bands in a tribute to the fantastic music Long Island has to offer. Bands can drop off their CDs to be played every weekend. Customers are also given the opportunity to sell their band's CD or any t-shirt designs.

On top of everything else Red Hot Clothing features psychic evenings three nights a week: Tuesdays, Fridays, and Saturdays, from 7pm to 9pm. Both walk-ins and call-aheads are happily accepted.

The philosophy behind Red Hot Clothing is to make shopping relaxing and entertaining, therefore customer satisfaction is just as important to Josephine and Marisa as the products offered for sale are. Red Hot Clothing caters to people with distinctive sensibilities. "We ask all of our customers to be passionate about life now! Don't wait," say the owners. "Go, move, dance, and never give up on your dreams."

Follow your own path by visiting Red Hot Clothing, or by giving Josephine and Marisa a call at 631-265-2543.