

## 2 connected stores open in Wheatley Plaza for children, adults

By **Amelia Camurati** - November 8, 2017



*Everafter and The Westside hosted an opening block party on Oct. 22. (Photo courtesy of Everafter)*

Two new stores in Wheatley Plaza in Greenvale are giving parents an all-in-one fashion-forward shopping experience.

Former Intermix owners Haro Keledjian and Sari Sloane Keledjian opened the two shops, [Everafter](#) and [The Westside](#), with a California feel for both children and adults. Sari said the connected stores opened in time for fall and back-to-school shopping.

To celebrate the opening, the shops hosted "Kidzaplooza," an all-day block party on Oct. 22 with contests, face painting, interactive games and carnival-themed treats with a DJ and a dance floor for children and adults.

Everafter, geared toward boys and girls from ages 4 to 16, carries an array of New York, California and European brands, including Stella McCartney, Aviator Nation, Scotch and Soda, Milly, Spiritual Gangster and Little Marc Jacobs.

Sari Keledjian, a mother of three originally from Great Neck, said the store's concept came from her own shopping experiences as a parent.

"This is an extension of where our lifestyle has taken us," she said. "I felt it was hard to find places to shop for our kids that were acceptable, easily shoppable, good quality, with a good product assortment."

She said the store carries a wide variety of styles and prices, including options for school, leisure and occasion clothes.

While Intermix features designer duds, The Westside is a California-inspired shop for casual clothes that are "your everyday go-to pieces," Sari Keledjian said.

The Westside, she said, is for men and women's clothing, footwear and accessories. While the majority of the store is dedicated to women's fashion, about 25 percent is all about men, she said.

"We have an elevated aesthetic but not necessarily an elevated price point," she said. "I think we're bringing great style and fashion to the North Shore. We're definitely bringing something new and exciting to the shopping center and creating some

buzz at Wheatley Plaza.”

**Amelia Camurati**

Amelia Camurati is a Southern transplant and a reporter covering Roslyn and Manhasset.

