



**FOR IMMEDIATE RELEASE**

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## **Ka Makana Ali'i Welcomes 2BDesired to the Center for West O'ahu**

*2BDesired is a locally owned and operated brand that specializes in swimwear and activewear for women and keiki*

**KAPOLEI, HI** (October 20, 2023) — Ka Makana Ali'i is pleased to welcome 2BDesired to the Center for West O'ahu with a grand opening on Saturday, Oct. 21 at 10 a.m. The locally owned and operated brand specializes in swimwear and activewear for women and keiki. The Center's newest 1,700-square-foot retailer is located in the Macy's wing of Ka Makana Ali'i between Keep it Simple and No'eau Designers. To celebrate the grand opening of the store, 2BDesired will give away a free lanyard and matching card holder to the first 30 people in line and a free "Puakenikeni Princess" tote bag to the first 20 people to make a purchase on Saturday, Oct. 21.

"The Center for West O'ahu is excited to welcome 2BDesired to Ka Makana Ali'i," said Stephanie England, general manager at Ka Makana Ali'i. "As home to more than 50 percent locally owned and operated retailers, eateries and services, we are proud to be home to another amazing local wahine-owned business that resonates with our community."

Owner Desiree McNally started the brand a little more than two years ago to create innovative pieces that were solutions to the struggles she had with her own keiki and with finding swimwear that made her feel comfortable. When getting ready for the beach, she noticed it was tough to locate her daughter's matching swimsuit tops and bottoms, so she created a one-piece swimsuit that looks like a two-piece, but it's connected. Desiree also created a long-sleeve one piece for little girls that has snaps on the bottom, so parents no longer have to take the whole swimsuit off to change a diaper. This year she's focused on creating new designs that are solutions-based and cost-effective.

Desiree also wanted to start making styles that made her and other moms feel more comfortable at the beach. These styles included more high-waisted bottoms, one pieces, cover-ups, long sleeves, and cheeky or fuller coverage options. Desiree keeps 2BDesired's pieces versatile when it comes to styles, knowing not everyone feels the same in the style.

“I’m excited to bring 2BDesired to Ka Makana Ali’i and showcase the versatility of swimwear that accommodates different body types and allows women to feel their best and be comfortable in their own skin,” said owner Desiree McNally. “Beauty has always been yours to define, and it’s been my hope that 2BDesired keeps women feeling beautiful!”

The brand-new store at Ka Makana Ali’i is 2BDesired’s second location and will feature more styles and inventory for shoppers to choose from, including its first-ever men’s board shorts in their signature locally designed prints. Desiree also plans on launching brand-new, locally designed activewear in a wider range of sizes, more than small to extra-large, in the coming months.

Visit our website at [www.KaMakanaAlii.com](http://www.KaMakanaAlii.com) for more details about upcoming promotions. For the latest news and updates, follow Ka Makana Ali’i on Facebook, Twitter and Instagram, all with profile name @kamakanaalii. For media inquiries and on-property approval, please contact [alyssa.amasol@finnpartners.com](mailto:alyssa.amasol@finnpartners.com).

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#### **About Ka Makana Ali’i**

Ka Makana Ali’i offers residents and visitors a family-friendly, mixed-use center in the heart of Hawai’i’s fastest-growing community. The 750,000-square-foot Macy’s-anchored center features more than 100 exciting stores, restaurants, a state-of-the-art Consolidated Theatres and the state’s first Hampton Inn & Suites by Hilton located on property. The newest development, The Grove at Ka Makana Ali’i, creates an additional 109,000 square feet of space with lifestyle retailers, eateries and services, such as 24 Hour Fitness, Foodland Farms, Straub Clinic and Urgent Care, and PetSmart. Serving as the premier gathering place in Kapolei, Ka Makana Ali’i fulfills the shopping and dining needs of the ever-expanding community. Its convenient location offers excellent highway access, ample parking and public transportation for shoppers. Through an innovative partnership with Department of Hawaiian Home Lands, Ka Makana Ali’i will financially support programs benefiting Native Hawaiian interests statewide for decades to come. For more information, please visit <http://www.kamakanaalii.com/>.

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