

The Right Angle, LLC
southern exposure seaside
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After working for J.C Penney in the mid 60's, I took a position with a clothing manufacturer in N.Y.C.. In the early 70's the company I was employed by and I ventured into the retail apparel business. The concept was to sell the manufacturing company's product at discounted prices. The new company "Shifts Etc." had four locations in the beach area, one of which was located in Ocean Bay Plaza, Fenwick Island. In 1976, through an agreement with the N.Y. parent company, Gretchen and I opened an independent retail clothing store, "The Right Angle." When "Shifts Etc." closed their location in Fenwick Island, we leased space in Ocean Bay Plaza and expanded on the "Shifts Etc." concept by adding additional clothing manufacturers. During the next 10 years I continued to work in N.Y.C. and in 1981 we bought commercial property on Coastal Highway at Farmington street and built a new store "Southern Exposure" with a more up-scale format.

In 1987 we leased the building (formerly R.E. Powell Discount Land) between "Southern Exposure" and "The Seaside Country Store" and moved "The Right Angle" to that location, expanding our clothing line and renaming the business to "Ocean Avenue." In 1994 we purchased property on Coastal Highway at Dagsboro Street, eventually developing that property and moving the "Ocean Avenue" store to that location, adding more fashion, brand name clothing at moderate prices to compliment our basic assortments. In 2007 our son Brian and his wife, Kirstan took over the original "Southern Exposure" store. They updated the store and merchandise and modified the store name to "Southern Exposure Original 1982 ". At the same time Gretchen and I made major changes at "Ocean Avenue" and renamed the store to "Southern Exposure Seaside", with emphasis on quality brand name fashions at moderate prices. Over the 34 years we've been in business in Fenwick Island we have also operated stores under the names: Club Del Sol, F.I.B.C. (Fenwick Island Beach Clothing), O.O.P.S. (Only Off Price Swimwear) and oops. (Only Off Price Sportswear).

