

## **Syracuse's Armory Square will see new owners of three women's boutiques: Jet Black, Bounce and Frankie & Faye**

Published: Tuesday, March 13, 2012, 2:02 PM Updated: Tuesday, March 13, 2012, 2:24 PM



**Bob Niedt / The Post-Standard**  
By

Syracuse, NY -- Longtime Syracuse retailer Joel Shapiro has sold three of his four Armory Square stores to one of his longtime employees and her father, it was announced Tuesday.

Amanda Gold and her father, Neil Gold, purchased Jet Black, Bounce and Frankie & Faye, all women's boutiques. The deal, for an undisclosed sum, closed Monday.

Shapiro said he will continue to operate his men's fashion store, The Mr. Shop, a staple of Armory Square.

Neil Gold, a recent transplant from Long Island and a self-described Syracuse University and SU sports "superfan," said the deal has been months in the making.

"We probably had our first conversation in August," said Gold, retired from his family's renowned Gold's horseradish empire and, like Amanda Gold, a Syracuse University graduate. "It seemed like a perfect fit. Amanda just loves fashion, loves to dress people and has good fashion sense. It was almost like a perfect storm, this deal. We closed (Monday) and we're all very excited."

Neil Gold said the family plans for Jet Black, a higher-end women's fashion store, are to "bring it up a notch, get some new designers, some well-known people."

The Golds said they like the direction of Bounce, which features less-expensive fashions that appeal to college-age and younger women.

"It has done remarkably well," said Neil Gold.

The plans for Frankie & Faye include a complete redesign, said Neil Gold, with lower-end prices on women's fashion.

Amanda Gold, who has worked for Shapiro for three years managing the three boutiques, said she is thrilled with the purchase.

"I think excitement might be an understatement," said Gold, who lives in Armory Square. "It doesn't feel real yet, but I'm extremely excited."

Shapiro calls the transition "a natural progression."

"This is all about the evolving of Armory Square," said Shapiro. "The most important statement that is being made here is that the Golds will enable Armory Square to maintain and build upon its fashion-forward edge."

© 2012 syracuse.com. All rights reserved.