Branded Content Feature

***Brandy Melville Opens New Restaurant Chill Since ‘93 in Chicago***

If you want to look like a Brandy Girl, you have the option to eat like one too. Chill Since’93 will be opening in Chicago’s Northside, although there won’t be any deep-dish the restaurant speaks for itself.

Chill Since’93 isn’t your typical Chicago pizzeria, there are white picnic benches and large open windows, all that you are missing is the beach. The restaurant is affordable, inviting girls to save their wallet and not feel like they are splurging their allowance at once place. The restaurant is made to feel like you are on the beach in Malibu but also your typical Brandy Melville store. It is a perfect balance of what a teenage girl wants, pizza and a perfect photo-op.

“I wanted to bring Chill Since’93 to Chicago to prove that Californians can make great pizza too. Bringing the California beach culture to Chicago is exactly what these young girls need, who needs deep-dish when they can get a matcha instead.”- Silvio Marsan CEO

Opening Chill Since’93 in Chicago wasn’t a difficult decision, Chicago has a rich and diverse restaurant culture and Chill Since’93 wanted to take part. Opening a month before theatre week, Chill Since’93 will be the new spot for young Chicagoans. Opening on Southport Avenue with shops and restaurants, it’ll draw young girls from all over the city who have seen the infamous Tik Toks and Instagram posts of the Chill Since’93 location in Los Angeles.

“A thespian myself, I wanted Chill Since’93 to be aligned with theatre week because it brings young people from all over the city. The first customers of Chill Since’93 will be walking out of the theatre, starry eyed and inspired, wanting a break from the Chicago cold and have a slice in the California sun.”- Silvio Marsan CEO

Chicagoans should be excited for this new addition, Chill Since’93 will pave the way for more West-Coast cuisine and attract a new audience of young teenagers in Chicago, yearning for a place to hang out that doesn’t feel like home but what they see on their screens.

Time Out Blog

Time Out Chicago covers events, entertainment, and culture in Chicago. I thought that having this feature in a publication specifically for arts and dining would be a good fit to promote Chill Since’93 opening during theatre week. Elizabeth Atkinson is the Restaurants and Bars Editor at Time Out Chicago.

Instagram and Twitter [@elizabethrose14](http://instagram.com/elizabethrose14).