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lucy opens first east coast locations

Women's Activewear Retailer Opens in Washington D.C.'s Union Station
and Virginia's Tysons Corner

PORTLAND, ORE. – Sept. 23, 2005 – lucy, a growing women's apparel company known for its distinct fit and style, will open two East Coast stores this fall. lucy will open its first East Coast store on Oct. 3 at Tysons Corner in Mclean, Va. followed by Union Station in Washington, D.C. on Oct. 15, marking its 19th and 20th store locations. With the remaining 18 stores located throughout the western United States, lucy is scheduled to open an additional five stores this year in California, Illinois, Arizona and Washington state.

"We've had our eye on this market for quite some time and are excited to open our first East Coast lucy stores in Washington D.C. and Mclean, Va. at two signature locations – Tysons Corner and Union Station," said Mike Edwards, president and CEO of lucy. "lucy is committed to helping women look and feel their best by offering activewear that is designed to fit, flatter and feel good from workout to weekend. Our product, people and customer experience set us apart, and we're thrilled to bring lucy to the active, stylish women of D.C."

lucy moves into Tysons Corner & Union Station

In conjunction with the 350,000-square-foot expansion of Mclean, Va.'s Tysons Corner, lucy is joining more than 250 high-end retailers such as L.L. Bean, Kenneth Cole and Bloomingdale's. The 2,300-square-foot store, located at 8029 Tysons Corner Center Mclean, Va., is set to open on Oct. 3.

On Oct. 15, lucy will open a 2,000-square-foot store at the popular Union Station in Washington D.C., located at 50 Massachusetts Avenue, NE, moving in alongside retailers such as Chico's, Pendleton and White House/Black Market.

lucy: distinct fit and style

lucy stores carry a mix of activewear including the exclusive lucy label created to fit, flatter and inspire women. The lucy label offers active women a variety of sizes (xs-xl), lengths (short, regular, tall), styles and fits (sleek, active, relaxed). The overwhelming response to the collection-to-date is a testament to the tremendous consumer demand for lengths and extended sizing.

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lucy also offers a selection of cherry-picked performance brands including Nike, Puma and adidas, as well as hard-to-find labels like Splendid and OmGirl.

about lucy

Headquartered in Portland, Ore., lucy set the precedence for fit and style and has been inspiring women to look and feel their best since 1999. The company originated when it recognized an unfulfilled need for activewear that fit, flattered and felt good on a woman’s body. When the company couldn’t find products that met this criteria, it created its own label – the lucy label – offering a variety of sizes, lengths and styles to help women look and feel their best.

Everything lucy designs, creates and sells, offers on-the-go-performance with a healthy dose of style. The company strives to exceed expectations with smart, multi-purpose apparel that moves effortlessly from workout to weekend and looks good doing it. No one else combines active fit and style like lucy. The company currently operates 20 stores in Arizona, California, Colorado, Washington D.C., Oregon, Texas, Virginia and Washington, and online at www.lucy.com.

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