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lucy opens first store in Chicago

Women's Activewear Retailer Opens at Deer Park Town Center

PORTLAND, ORE. – October 6, 2005 – lucy, a growing women's apparel company known for its distinct fit and style, will open its first store in Chicago, Ill. on October 28 at Deer Park Town Center, marking its 22nd store location. With the remaining 21 stores located throughout the western United States, Texas and Washington D.C., the Chicago location represents the first Midwest location for lucy.

"As we considered expanding to new markets, Chicago's active and fashionable demographic caught our eye," said Mike Edwards, president and CEO of lucy. "We're excited to open our first Midwest store at Deer Park Town Center. This is part of a larger rollout strategy which includes plans for additional stores in the Chicago area."

lucy moves into Deer Park Town Center

Deer Park Town Center is one of Chicago's most prominent open-air shopping centers. Opened in 2000, it is home to a premiere line-up of specialty stores, restaurants and a 16-screen theater. lucy joins more than 65 stores including Chico's, White House/Black Market, J. Crew and J. Jill. The 2,025-square-foot store, located at 20530 North Rand Road, Deer Park, Ill., is set to open on October 28.

lucy: distinct fit and style

lucy carries 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 from extra-small to extra-large (0-18), lengths (short, regular, tall), and fits (sleek, active, relaxed). The overwhelming response to the collection-to-date is a testament to the tremendous consumer demand for various lengths and sizing. lucy also offers a selection of the best 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 precedent 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.

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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 operates 22 stores in Arizona, California, Colorado, Washington D.C., Chicago (opening October 28) Oregon, Texas, Virginia and Washington, and online at www.lucy.com.

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