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## **lucy opens second store in Scottsdale**

Women's Activewear Retailer Opens at Scottsdale Fashion Square November 11

**PORTLAND, ORE. – October 27, 2005** – lucy, a growing women's apparel company known for its distinct fit and style, will open its second store in Scottsdale, Ariz. on November 11 at the Scottsdale Fashion Square, marking its 23<sup>rd</sup> store location. The remaining 22 stores are located throughout the western United States, Chicago, Texas and Washington D.C.

"Our first Scottsdale store at Kierland Commons has received an overwhelming response from consumers looking for fashionable, multi-use apparel that moves effortlessly from workout to weekend," said Mike Edwards, president and CEO of lucy. "We're excited to give the women of Scottsdale another lucy location to find activewear with a healthy dose of style."

### **lucy moves into Scottsdale Fashion Square**

Scottsdale Fashion Square boasts Arizona's only Neiman Marcus, Nordstrom, Burberry, kate spade, Louis Vuitton, and Tiffany & Co., to name a few. The 2,500-square-foot lucy store, located on the first floor at 7014 East Camelback Road, is set to open on November 11 and can be found near Anthropologie, Sephora and J.Jill.

### **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 23 stores in Arizona, California, Colorado, Washington D.C., Chicago, Oregon, Texas, Virginia and Washington, and online at [www.lucy.com](http://www.lucy.com).

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