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## lucy to open at Santana Row in San Jose

Women's Activewear Retailer Opens at Santana Row November 18

**PORTLAND, ORE. – October 27, 2005** – lucy, a growing women's apparel company known for its distinct fit and style, will open at Santana Row in San Jose, Calif. on November 18, marking its 25<sup>th</sup> store location. The lucy San Jose location joins four locations in Northern California, including Burlingame, Palo Alto, Corte Madera and Sacramento. With the remaining 24 lucy stores located throughout the western United States, Chicago, Texas and Washington D.C., the opening of this San Jose location will build upon the store's strong presence throughout California.

"We have more lucy stores in California than any other state and the growing demand for our fashionable, multi-use apparel led us to move into the San Jose market," said Mike Edwards, president and CEO of lucy. "The upscale Santana Row shopping center will be a perfect fit for lucy and offer Californians another store to find activewear that moves effortlessly from workout to weekend."

### **lucy moves into Santana Row**

Santana Row, the South Bay's premier living, shopping and entertainment destination is a vibrant community of luxurious apartments, distinctive condominiums, exciting shops, pampering spas, and a full-service hotel. Pedestrian-friendly streets feature a European flair, complete with fountains, a farmers' market, and concerts and other special events in the open air. The 2,500-square-foot lucy store, located at 334 Santana Row, is set to open on November 11 and can be found in The Margo area on Santana Row near Anthropologie and Tod's.

### **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. 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 24 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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