

# lucy

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## lucy Unveils Hip New Store in Dallas' Trendy West Village

PORTLAND, Ore. – JUNE 26, 2006 – A great deal has changed since the Ewings captured the essence of Texas lifestyle and women now want fashionable apparel that works for their active lives. The women of the Lone Star state still pride themselves on their keen sense of fashion whether dressing for a hot yoga class, a night on the town or running errands with the kids and will soon have a new favorite store in town.

Local fashionistas seeking active apparel that offers high style and quality from work out to weekend can look forward to shopping at the new lucy store located in the West Village. lucy, a specialty women's apparel company, offers on-the-go performance apparel with a healthy dose of style.

### The lucy invasion

Dallas' little slice of utopia, known as the West Village, will enhance its mix of eclectic shops by ushering in the grand opening of lucy with a celebration on Thursday, June 29<sup>th</sup>. The new store, officially open on June 23<sup>rd</sup>, features a friendly and energized environment for lucy customers to browse through stylish, multi-functional active wear in a variety of lengths, fits and styles.



The new store will be part of the West Village development in Dallas. Drawing raves since the opening of the first phase in 2001, the West Village is a progressive street front, open-air neighborhood where

notable stores such as Banana Republic, The Gap, and Ralph Lauren call home in addition to a mix of interesting shops such as Bella Bella, Cowboy Cool, and The Glass Slipper.

“Dallas is a great area and this new location, as well as the popular Southlake store, will allow Lucy to provide customers with the apparel to fit their active lifestyles,” said Mike Edwards, CEO of Lucy. “We are excited to be a part of the community and invite everyone to join us at the West Village grand opening.”

### **Celebrating in Grand Proportions**

Lucy will stage a grand opening event in its new digs within the West Village community on Thursday, June 29<sup>th</sup> from 5-9 p.m. Highlights include:

- Free beverages and healthy hors d'oeuvres
- Complimentary on-site massages
- Live, local band
- Gift bags loaded with Lucy goodies for each shopper
- 10% of each purchase will be donated to the Dallas County Affiliate of the Susan G. Komen Breast Cancer Foundation

### **About Lucy**

Lucy is a Portland-based lifestyle apparel company for women who value fit, style and performance. Lucy isn't a specific person – she lives in all of us as we attempt to live a healthy, balanced life. Life is not only about being at the gym or yoga studio; it's about the everyday routine of multi-tasking errands, activities with family and friends, and taking care of yourself from the inside out. An expert in active ways of life, Lucy listens carefully to the needs of women and creates apparel with on-the-go performance and versatility, as well as a healthy dose of style and color. With its own Lucy label and exclusive designs from other designers and brands, Lucy stands apart and inspires confidence in those who wear the products and visit the stores.

Lucy is a privately-held company with investors including Chico's FAS, Inc. and venture capital firms Lone Pine Capital, Maveron LLC, Oak Investment Partners and Sutter Hill Ventures.

The company operates 32 stores in Arizona, California, Colorado, Washington D.C., Illinois, Oregon, Texas, Virginia and Washington, and online at [www.lucy.com](http://www.lucy.com).

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