

lucy

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lucy expands its Southern California market by opening in Pasadena

New store opened on September 16 for active women in the Golden State

- *Why:* California women care about health and lead active lives, which makes them perfect for lucy! Plus, Pasadena compliments the existing California lucy locations.
- *What:* newest lucy store bringing store count to 35
- *When:* store opened September 16
- *Where:* Spanning three city blocks, Paseo Colorado features a variety of shops and restaurants, lush open-air promenades and luxury apartment homes. The urban village offers a combination of sophisticated charm and fun. lucy is located at 282 East Colorado Blvd.

