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lucy Expands Detroit Market with Two New Locations

Two Stores Opening This Fall; Outfitting Today's Active Women with Effortless Style

PORTLAND, Ore. – AUGUST 15, 2007 – lucy, a company dedicated to designing fashionable and functional women's clothing, is opening its 2nd and 3rd retail stores in the Detroit area as part of their market expansion. Offering versatile, functional and stylish pieces for everyday performance, lucy is ideal for traveling, getting in shape, or simply leading a busy and active lifestyle.

The lucy Invasion

Set to debut on Friday, September 28th in Twelve Oaks and Thursday, October 18th in The Mall at Partridge Creek, each store creates a friendly, energized environment for lucy customers to shop for stylish and exclusive active wear including pants in lengths, tops, shorts, jackets and accessories.

lucy will join other fine retailers in Twelve Oaks Mall such as Williams Sonoma, Coach, J. Crew and Apple. While the 640,000-square-foot Mall at Partridge Creek will boast features such as heated sidewalks, an outdoor fireplace and bocce courts, it will also be home to an assorted collection of boutiques and apparel retailers such as Nordstrom, Parisian, Banana Republic and Ann Taylor.

"At lucy, we are dedicated to creating designs that flatter and inspire women while meeting their demands for everyday performance," said Mike Edwards, CEO of lucy. "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. That's why our versatile clothing is ideal for Detroit's active lifestyle and we look forward to bringing 2 additional lucy stores to our loyal customers in Michigan."

lucy's fit, fabric and function

lucy carries an array of exclusive styles each season classified into four signature categories: active, energy, balance and essentials. lucy also offers three signature fabrics: lucy tech™, lucy flex™ and lucy lux™, that provide function and style for a variety of activities from running on the treadmill to running errands in the city.

In addition, many of lucy's tops and pants come in lengths, giving women the opportunity to find the perfect pair of pants and stylish tank to keep covered.

About lucy

lucy is a Portland, Ore.-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.

The company operates 52 stores in Arizona, California, Colorado, Illinois, Maryland, Massachusetts, Michigan, Minnesota, New Jersey, Oregon, Texas, Virginia, Washington D.C. and Washington, and online at www.lucy.com.

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