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**FASHION RETAILER ARDENE OPENS ITS DOORS AT PALISADES CENTER**

**WEST NYACK, N.Y.:** Long-time Canadian fashion retailer Ardene is bringing its unique brand to Palisades Center in West Nyack, NY, right in time for the holidays, with a new 15,500 sq. ft. store that opened on November 15th. The company, well known for its fun and colorful vibe and accessible style, operates over 375 stores in Canada. The Palisades location marks Ardene's third New York store, with others in Albany and Staten Island.

The new location at Palisades Center was constructed following Ardene's latest store design, which puts digital elements front and center in bright, expansive spaces. The retailer offers a vast assortment of accessibly priced clothing, footwear, and accessories, popular with youth and adults alike. Customers can expect a weekly selection of new arrivals, comfy basics, trends, and exciting brand collaborations, such as Ardene's exclusive KENDALL & KYLIE collection.

"We're so excited to bring the Ardene lifestyle to New York," says Darrin Houseman, General Manager for Palisades Center, "As Rockland County's number one tourist destination, Palisades is the place to be, and underscores our dedication to making fashion attainable to shoppers everywhere."

The company has announced it will have a limited time only mystery sale up to 40% off until November 20th, as well as exciting Black Friday sales and door crusher deals as customers get ready for gift-giving season.

A grand opening event will be held at their new location on Saturday, November 17<sup>th</sup> for customers, friends, and family. There will be a live DJ and an additional promotions for shoppers on the day-of.

**WHAT:** Ardene – Grand Opening Event at Palisades Center

**WHEN:** Saturday, November 17<sup>th</sup>

**WHERE:** Level 2

Ardene is located on level two next to Champs. To learn more about Ardene and other happenings at the center, please visit [www.palisadescenter.com](http://www.palisadescenter.com). Customers can follow @ardene on Instagram or visit [ardene.com](http://ardene.com) to discover more.

**About Ardene**

Ardene is the ultimate value fashion destination in North America and beyond. With 375+ stores in Canada, an expanding international presence, and a growing ecommerce business at [ardene.com](http://ardene.com), the company is inspired by the ever-changing world of its customers. Ardene believes that fashion shouldn't be exclusive or intimidating – it should be real, and it should be celebrated with youthful confidence and fearless enthusiasm. The company's mission is to connect with customers by offering unique and inspiring fashion experiences at the best price.

[www.ardene.com](http://www.ardene.com) | [ardenebabeclub.com](http://ardenebabeclub.com) | [ardenefoundation.org](http://ardenefoundation.org)

#ardenelove

**About Palisades Center**

Palisades Center is among the top ten most visited malls in America and is the premier shopping, dining and entertainment destination in the lower Hudson Valley. Located just 25 miles north of NYC, Palisades Center is a four-level shopping center offering over 200 stores, 15 sit-down restaurants, a bowling alley, ice rink, the world's tallest indoor ropes course, comedy club,

and more. With its unique and diverse merchant mix, Palisades Center is the go-to place for local shoppers and tourists alike. To learn more, visit [www.palisadescenter.com](http://www.palisadescenter.com), [www.facebook.com/palisadescenter](https://www.facebook.com/palisadescenter), [www.twitter.com/palisadesctr](https://www.twitter.com/palisadesctr), or [www.instagram.com/palisadesctr](https://www.instagram.com/palisadesctr).

**About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Palisades Center, is one of the largest, most innovative, privately-held shopping center developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 18 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).

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