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AERIE TO OPEN STORE AT PALISADES CENTER

WEST NYACK, N.Y. (February 2020): Aerie, a lifestyle brand and the second largest intimates retailer in the United States, will open its Palisades Center store this spring. The 4,099-square-foot location will be located on Level One near Old Navy.

Operated by AEO Inc., Aerie specializes in intimates, apparel, activewear and swim. Through empowerment and body positivity, Aerie believes in inspiring its customers to love their real selves, inside and out. In 2014, Aerie was among the first to stop retouching models and through #AerieREAL, has pledged to highlight real women in its campaigns. The #AerieREAL movement has changed the way women see themselves and how they treat each other.

“Aerie has a clear understanding of Palisades Center’s customers and how to connect with them,” said Darrin Houseman, General Manager of Palisades Center. “We are confident our guests will love the brand and their powerful message.”

To learn more about Aerie visit <https://www.aerie.com/>. To learn more about the Center and other happenings, please visit www.palisadescenter.com.

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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 Southern New York. Located just 30 minutes north of NYC, Palisades Center is a four-level shopping center offering 148 retail stores, 30 dining options, and 16 entertainment options, including 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, www.facebook.com/palisadescenter, www.twitter.com/palisadescntr, or www.instagram.com/palisadescntr.

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.

About Aerie

Aerie is a lifestyle brand offering intimates, apparel, activewear and swim collections. With the #AerieREAL™ movement, Aerie celebrates its community by advocating for body positivity and the empowerment of all women. Aerie believes in inspiring customers to love their real selves, inside and out. Retouching-free since 2014. Visit www.aerie.com to learn more. Let the Real You Shine®.