

## So Chic: Westfield Garden State Plaza adds cutting edge stores



*Westfield Garden State Plaza announced the debut of a new line up of chic retailers that will open throughout the year, broadening the selection of fashion from classics to designer labels in Bergen County.*

### BERGEN.COM

Westfield Garden State Plaza announced the debut of a new line up of chic retailers that will open throughout the year, broadening the selection of fashion from classics to designer labels in Bergen County. The first arrival is Anthropologie, which opened two weeks ago. On the fashion horizon this summer, will introduce to the market Aritzia, Karen Millen, Madewell, Love Culture and Adidas SLVR. In addition, Coach Men's will open its second boutique worldwide at the center after completing a successful introduction on Bleeker Street in NYC. Westfield Garden State Plaza will also debut a new restaurant, Townhouse Kitchen & Bar, later in the year.

“Bergen County shoppers crave the latest in fashion trends and styles,” said Steve Roche, Senior General Manager for Westfield. “Bringing the most desirable brands to the center provides our customers with an exciting shopping journey where they can discover the latest and greatest in fashion trends as well as dine and entertain in style.”

**Anthropologie** offers clothing, jewelry, and objects for home. The company offers clothes, such as sweaters, dresses, and tops; shoes and bags, including clutches, bags, flats, and boots; jewelry, such as earrings, pins, baubles, and statements; and accessories and holiday items, such as belts, leg wear, hair accessories, hats and horns, gifts, and decorations.

**Aritzia**, a fashion boutique for young women, is inspired by connecting its clientele to the energy of the culture, bringing everything together in one place - books, magazines, music and fashion. Every store design is unique, from the artwork and graphics, to the DJs in-store. The Aritzia experience is one of a kind.

**Coach Men's** first store opened in May 2010 on Bleeker Street in NYC. Along with well-known leather goods, Coach Men will offer footwear, outerwear, watches and fragrances. New to the market, Coach seeks to appeal to a more style conscious and fashion-oriented man.

**Karen Millen** is a global women's designer fashion brand dedicated to dressing glamorous, confident women in polished, fun and feminine clothes. Unique designs with a focus on attention to detail and beautiful fabrics make the garments are perfectly cut to make customers feel confident, beautiful, glamorous and sexy.

**Love Culture** focuses on forging lasting relationships with its savvy, fashion-forward female customers by offering a huge selection of affordable fashions and accessories that are a step ahead of the rest, fun creative designs aimed to wow/express your style.

**Madewell** is part of the J Crew Group and began business in 1937 as a work wear company. The company has since evolved and brings denim styles and casual wear collection.

**Adidas SLVR** is a new concept that showcases a simple and modern line of footwear and casual wear for both men and women.

**Townhouse Kitchen & Bar** provides an elegant yet casual feel, ideal for lunch, dinner or after-work cocktails at the sophisticated wine bar. Townhouse's uniquely designed menu offers a large selection of small plates, sandwiches, salads and entrees to suit any taste, providing the perfect place to transition from a day of shopping to a night out for dinner and perhaps a movie.