

NEW STORE OPENING

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Rosedale Center Extends Youth Appeal with Urban Outfitters

Popular lifestyle clothing retailer expects a Fall 2019 store opening

MINNEAPOLIS, MAY 28, 2019 – In its ongoing appeal to hip, young shoppers, Rosedale Center is welcoming Urban Outfitters to the mall. This will be the retailer’s third store location in Minnesota.

The 8,619-square-foot Urban Outfitters store will be located on the second level, center court. The new store is expected to open in Fall 2019.

The multinational lifestyle retailer is popular among young adults aged 18 to 28. It offers a carefully curated mix of on-trend women’s and men’s clothes, including shoes and accessories, intimates, beauty products, swim apparel and vintage clothing.

“Urban Outfitters does an amazing job of connecting with young, style-conscious customers, offering the kind of identity-driven retail experience they’re looking for now,” said Sarah Fossen, director of marketing and experience at Rosedale Center. “They really are one of a kind, and I anticipate strong interest from our shoppers.”

Urban Outfitters joins a youth wave of fresh retail concepts emerging at Rosedale Center – and an increasingly dynamic lineup of public events that reflect changing tastes and diverse community interests. An example: Rosedale hosted a mall drag show this May featuring performers from the VH1 program RuPaul’s Drag Race as well as fashion expert Carson Kressley.

Rosedale Center’s transformation began in 2016, with a major, multiyear renovation that also introduced its new, high-end fashion retailer, Von Maur. Today the mall invites shoppers into an open, airy environment with art-filled courtyards, interactive directories and inviting gathering areas.

Last year, Rosedale Center dethroned its traditional food courtyard, replacing it with Revolution Food Hall. The chef-inspired dining marketplace showcases an imaginative selection of world cuisines, from aged ground beef cooked on Himalayan salt bricks to a ramen noodle shop, sake and whiskey offerings, and a “piecaken” mashup.

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Rosedale Center's lineup of retailers is equally progressive. [Ragstock](#), [Altar'd State](#), [Six For Good](#) and [Rose & Loon](#), a makers-focused boutique featuring handcrafted goods from Midwest artisans, all reflect the younger generations' socially-minded values.

About Rosedale Center

Rosedale Center is centrally located between the Twin Cities of Minneapolis and St. Paul. Rosedale Center is a 1,218,861 square foot shopping center featuring 160 retailers including AMC Theatres, JCPenney, Macy's, Rose & Loon, Von Maur, and first-to-market food hall, Revolution Hall. Rosedale Center attracts more than 14 million visitors annually and is rated a top shopping destination in Minnesota. For more information on stores, events, and programs, please visit rosedalecenter.com

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INSERT CONTACT INFORMATION OF RETAILER

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