

## lucy inspires women to lead active lifestyles with unique, stylish clothing

by Bend\_Weekly\_News\_Sources

PORTLAND, Oregon -- Just in time for spring, lucy, a Portland, Oregon company dedicated to designing fashionable and functional women's clothing, is bringing the women of Minnesota a fresh and versatile collection ideal for everyday performance such as travel, getting in shape, or simply leading a busy and active lifestyle.

Opening today, the new lucy store at Galleria in Edina will quickly become a favorite destination amongst shoppers looking for performance in everyday wear. With unmatched comfort and flattering styles, lucy's exclusive label is ideal for active, on-the-go women who are looking for the perfect combination of fashion and function that can take them through the day. lucy's pieces are also great for mixing and matching with denim and complementing existing casual wear.

"There is an active lifestyle at the heart of Edina and nearby Minneapolis, which is a great fit with lucy's versatile clothing, and we're excited to bring a lucy store to our loyal online customers in this market," said Mike Edwards, CEO of lucy. "We look forward to helping the women of Minnesota enhance their own individual style with signature lucy pieces for travel and everyday performance throughout the day."

The new lucy store will be located between Chico's and William-Sonoma at Galleria in Edina and will open Friday, March 16th. lucy will also be celebrating the official grand opening on Thursday, April 5th, from 6:00 to 9:00 pm with music, refreshments, healthy appetizers and a masseuse to add relaxation to any shopping experience. lucy is known for their industry-leading customer service, so a trip to the new lucy store will leave customers feeling pampered and filled with positive energy. Also, 10% of purchases made at the grand opening event will be given back to the local community through the Junior League.

Galleria offers an exceptional selection of casual dining, unique local shops, and specialty stores, such as Chico's, A Pea in the Pod, Origins, Pottery Barn and Barnes & Noble, wrapped within a sophisticated, relaxed atmosphere.

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, Oregon-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 43 stores in Arizona, California, Colorado, Washington D.C., Illinois, Maryland, Minnesota, Oregon, Texas, Virginia, and Washington, and online at [www.lucy.com](http://www.lucy.com).