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2011 Brings Exciting New Retail Playtime to Georgetown, DC with 29 National and Independent Openings

Known as DC's "Shopping Playground," Georgetown's Unparalleled Urban Retail Scene Sees an Influx of 29 New Store, Food and Gallery Openings in One Year

WASHINGTON, DC (January XX, 2012) – It was an incredible year for the retail scene in Georgetown, and 2011 brought DC's "shopping playground" 29 new national and independent merchant openings. Building on a strong previous year with 29 openings in 2010, areas such as Georgetown's famed M Street, the quaint Book Hill neighborhood on upper Wisconsin Avenue, and home design-centric Cady's Alley have seen another exciting influx of well-known international and national brands and unique, independent shops and galleries.

"Over the last year, Georgetown has welcomed 29 new merchants, ranging from area exclusives such as CB2, rag & bone, AllSaints Spitalfields, Jack Spade and Athleta, to well-loved national brands like Michael Kors and Brooks Brothers to independent local shops like Fleurir Chocolates, Comer & Co., Heiner Contemporary and Nectar Skin Bar," said Jim Bracco, Georgetown BID Executive Director. "The current strength of retail in Georgetown is both invigorating and exciting, and we're looking forward to welcoming other merchants who are looking to open in Georgetown soon, such as Mike Isabella's new restaurant, Bandolero and Nike which is coming to the old Barnes & Noble space."

2011 marked the opening of 29 new businesses in Georgetown:

AllSaints Spitalfields (3235 M St. NW): DC's fashion scene was enhanced with the summer arrival of **AllSaints Spitalfields**, an edgy British clothing retailer on M Street. The large 8,000 square foot space features the brand's signature bold, well-tailored styles for men, women and children, bringing a bit of unique rock 'n roll style to Georgetown. For more information, please visit www.allsaints.com.

ARCHER Modern (1027 33rd St. NW): Georgetown saw the opening of the city's first gallery focused on 20th century design and modernism, **ARCHER Modern**, in mid-October. The new 2,000 square foot gallery style showroom presents private label designer furniture as well as exclusive, classic lines of contemporary furniture, and hosts regular exhibitions making ARCHER a top pick for designers and design enthusiasts alike. For more information, please visit their website at www.archermodern.com.

Athleta (3229 M St. NW): Just opened in November, fashionable activewear company **Athleta** has brought its athletic and recreational women's apparel to the nearly 5,000 square foot M Street space. Whether biking the C&O Canal, kayaking the Potomac, or taking a walking tour of the

national monuments, **Athleta** has DC women covered with their selection of beautiful, stylish and practical activewear. For more information, please visit www.athleta.com.

Babette (3307 Cady's Alley NW): San Francisco-based **Babette** made its East Coast debut in Georgetown on March 21. Known for dramatic designs, innovative fabrics, and artistically pleated textures that wear effortlessly, **Babette's** new Cady's Alley location is perfect for the artfully-designed collections. Known and loved in Northern California, **Babette's** original collection of women's clothing is a welcome addition to the growing local fashion scene. For more information, please visit www.babettesf.com.

Bookhill Bistro (1639 Wisconsin Ave. NW): This charming new bistro opened in Book Hill in April with a patio perfect for spring. Serving diners from breakfast to late night, delicious dishes such as the Croque Monsieur, Lobster Pasta and refreshing cocktails comprise an impressive menu and enhance the café's delightful atmosphere. **Bookhill Bistro** is housed in a historic home and offers two floors of cozy dining and bar areas, and a lovely back patio. For more information, please visit www.bookhillbistrodc.com.

Brooks Brothers (3077 M St. NW): Opened in fall 2011, dapper men and well-dressed women are now able to swing by M Street for Mad Men-style suits and classically modern clothing. Bringing its well-known authentic American style to Georgetown, **Brooks Brothers** is an exciting national retail addition to the neighborhood. For more information, please visit www.brooksbrothers.com.

Calvin Klein Underwear (3207 M St. NW): Washingtonians now have a new place to stock up on their unmentionables. Helmed by international brand and famed designer, Calvin Klein, **Calvin Klein Underwear (CKU)** opened their M Street doors in September, carrying a wide range of both men's and women's underwear and sleepwear styles in a boutique environment. **CKU's** Georgetown location is only the store's second U.S. location, the other in the SoHo neighborhood of New York City. For more information, please visit their website at www.cku.com.

Capital Teas (1614-A Wisconsin Ave. NW): Perfect for the now chilly winter weather, **Capital Teas**, fifth generation fine tea merchants, opened up on Wisconsin Avenue in April. The specialty tea shop offers customers the opportunity to see, smell, taste and purchase from a selection of over 120 luxury teas from around the world, and is the company's fifth specialty tea boutique in the DC metro area. For more information, please visit their website at www.capitalteas.com.

Crackle Bar (3245 M St. NW – above Tackle Box): Opened in January above its loved downstairs fish shack, Tackle Box, **Crackle Bar** brought to Georgetown an island getaway bar for the cold months of winter. The second floor 1,000 square foot space offers a variety of the restaurant's famed seafood dishes as well as other comfort food, a full bar, and several TVs to watch sports games while overlooking lively M Street. For more information, please visit their website at www.tackleboxrestaurant.com.

CB2 Georgetown (3307 M St. NW): The modern outpost of its sister store Crate & Barrel, **CB2** brought its stylish, modern home furnishings to DC hosting its grand opening April 30. Located on the popular retail-lined M Street, **CB2's** Georgetown location is the only one in DC and the ninth brick and mortar store nationwide. The 12,815 square foot space embodies the clean, modern aesthetic that defines the **CB2** brand, with painted brick, exposed concrete floors and ceilings and sleek, steel floor tiles and doors. For more information, please visit their website at www.cb2.com or on Twitter at www.twitter.com/CB2Georgetown.

Comer & Co. (1659 Wisconsin Ave. NW): Antique collectors excitedly welcomed a new addition to Georgetown's Book Hill neighborhood this summer. Virginia-based **Comer & Co.** opened its doors in May, offering an unrivaled collection of fine antiques and decorative arts for today's home. Joining Georgetown's extensive antiques and home furnishings scene, **Comer & Co.** is a welcomed new face on upper Wisconsin Avenue. For more information, please visit www.comerandco.com.

Fleurir Hand Grown Chocolates (3235 P St. NW): Chocoholics now have another place to indulge a sweet tooth in Georgetown. Locally-based **Fleurir Hand Grown Chocolates** opened up its first retail shop on P Street, satisfying sugar fixes one truffle at a time. Specializing in "hand grown" chocolates using the finest natural ingredients, **Fleurir** offers a unique selection of flavors like Pink Peppercorn, Lavender Shiraz and Peanut Butter Banana. For more information, please visit their website at www.fleurirchocolates.com.

Heiner Contemporary (1675 Wisconsin Ave. NW): In late spring, the Book Hill neighborhood of Georgetown welcomed a new contemporary art gallery. Opened up on upper Wisconsin Ave. on May 20, the bright pink-doored **Heiner Contemporary** features emerging and mid-career artists working in a range of media. Aiming to make art accessible and feature thought-provoking artwork, the new gallery is an exciting addition to the independent arts scene in Georgetown. For more information, please visit their website at www.heinercontemporary.com.

Iceberry (1332 Wisconsin Ave. NW): Playing into the frozen yogurt craze, **Iceberry** opened its second DC location, with the first also located in Georgetown on M Street, on the neighborhood's famed Wisconsin Avenue this summer. Offering a variety of all natural nonfat frozen yogurt flavors and fruity, sweet toppings, **Iceberry's** second location came just in time for Washingtonians to cool down during the sweltering summer months with a sweet, icy treat. For more information, please visit their website at www.iceberryus.com.

Jack Spade (1250 Wisconsin Ave. NW): Upping the style quotient for guys in the neighborhood, Jack Spade opened its doors on lower Wisconsin Avenue in mid-September. The Kate Spade men's offshoot carries bags, apparel and other accessories for men that are functional, utilitarian and stylish and is the brand's sixth location nationally, with other stores in renowned shopping destinations such as Boston's Newbury Street and New York City. For more information, please visit their website at www.jackspade.com.

Jack Wills (1079 Wisconsin Ave. NW): Bringing a taste of England to the cobblestone streets of Georgetown, popular British outfitter **Jack Wills** opened on the retail-lined Wisconsin Avenue in August. Offering stylish apparel and homewares for both men and women, **Jack Wills** takes pride in using the finest quality materials, techniques and design to deliver their distinctive connection between the old and new; epitomizing what it is to be young and fabulously British. For more information, please visit www.jackwills.com.

Lou Lou (1304 Wisconsin Ave. NW): Georgetown's new **Lou Lou** boutique is accessorizing DC with its popular selection of chic jewelry and other stylish accessories. For both the budget-conscious fashionista and high-end shopper, the DC-based **Lou Lou** carries both affordable and designer jewelry and accessories including handbags, hats, sunglasses, scarves and hair accessories. Opened in mid-April, **Lou Lou** is a go-to spot for ladies looking for that last-minute outfit finisher. For more information, please visit www.loulouboutiques.com.

LOFT (1239 Wisconsin Ave. NW): This fall, Georgetown welcomed a fabulous new **LOFT** concept store on Wisconsin Avenue featuring the LOFT Style Closet, spacious fitting rooms and expert stylists for a shopping experience like no other. In addition to offering stylish clothes, accessories and shoes for women, **LOFT** gives excellent fashion advice, ideas and inspiration that make any DC woman's style aspirations attainable. For more information, please visit www.loft.com.

Michael Kors (3103 M St. NW): Adding another highly acclaimed national designer to the Georgetown fashion mix, **Michael Kors** opened up on M Street this fall. The new **Michael Kors** shop has brought its much-loved sophisticated American sportswear and luxury accessories to stylish shoppers. For more information, please visit www.michaelkors.com.

Nectar Skin Bar (1633 Wisconsin Ave. NW): A new addition to the DC beauty scene and place for Washingtonians to pamper themselves, **Nectar Skin Bar** opened in the Book Hill neighborhood on May 15. Offering a fresh, upscale boutique beauty experience, the new shop also offers luxurious spa services, lavish beauty products and the highly buzzed-about Lash Dip service – an innovative semi-permanent mascara treatment. For more information, please visit their website at www.nectarskinbar.com or on Twitter at www.twitter.com/nectarskinbar.

PAUL Bakery (1078 Wisconsin Ave. NW): Just opened in late November, French-based **PAUL Bakery** welcomed hungry Washingtonians into its new spot on lower Wisconsin Avenue, serving its well-loved sandwiches, salads, quiche, desserts and of course its famous hand-baked breads. **PAUL's** new Georgetown home was built in 1889, coincidentally the same year as the popular bakery was founded in France, and is open for breakfast, lunch and dinner. For more information, please visit www.paul-usa.com.

Pinkberry (3288 M St. NW): Swirling in Georgetown starting in late December, the California-based frozen yogurt pioneer **Pinkberry** brought to the neighborhood another place to satisfy those “fro-yo” cravings. The original tart yogurt shop, **Pinkberry** offers an ever-changing menu of flavors such as original tart, pomegranate and mango, as well as seasonal fresh fruit and creative dry and liquid toppings. For more information, please visit their website at www.pinkberry.com.

rag & bone (3067 M St. NW): Fashionistas and stylish guys have a new place to shop for modern NYC-based threads in DC. Choosing the neighborhood of Georgetown because of its fitting “architecture, charm and overall feel,” this is **rag & bone's** first US boutique outside of New York City. Opened on May 12, the 1500 square foot store offers the full rag & bone collection of classic, well-made sportswear. For more information, please visit www.rag-bone.com.

Serendipity 3 (3150 M St. NW): Bringing its famed Frrozen® Hot Chocolate and other signature dishes to DC for the first time, NYC-based **Serendipity 3** opened up on M Street in late May. The restaurant's Georgetown location features the same menu and whimsical décor as its Manhattan outpost, but also pays homage to DC's political roots with artwork designed by local artists and DC-inspired dishes such as jumbo lump crab cakes and pan-seared Virginia stripe bass. For more information, please visit their website at www.serendipity3dc.com or on Twitter at www.twitter.com/serendipity3DC.

Sprinkles Cupcakes (3015 M St. NW): In early March, Georgetown welcomed its newest addition to cupcake mania, **Sprinkles Cupcakes**. Known as "the world's first cupcake bakery," Sprinkles brought its Beverly Hills-famous cupcakes to the nation's capitol along with a media

frenzy over the sweet little treats. Joining a few other delicious cupcake shops in the neighborhood, **Sprinkles'** opening made Georgetown DC's unofficial cupcake capital. For more information, please visit www.sprinkles.com.

Sterling & Burke, Ltd. (2824 Pennsylvania Ave. NW): Offering a new place for DC jetsetters to travel stylishly, **Sterling & Burke, Ltd.** opened in February with a large, upscale selection of fine leather goods and luggage. Carrying unique, custom goods including leather desk accessories, business cases, travel goods and more, **Sterling & Burke, Ltd.** is the go-to shop for fine business accessories in DC's corporate and professional scene. For more information, please visit their website at www.classicluggage.com.

Streets of Georgetown (1254 Wisconsin Ave. NW): In November, legendary American fashion designer Joseph Abboud brought his classic style to Georgetown, opening the new **Streets of Georgetown** on Wisconsin Avenue. The upscale men's store features the HMX Group's labels including Hickey Freeman, Hart Schaffner Marx, Bobby Jones, Exclusively Misook, Coppley and Christopher Blue, giving stylish guys a new place to look their best.

The Best Sandwich Place (3000 K St. NW): Offering a new place to eat at lower Georgetown's Washington Harbour, **The Best Sandwich Place** opened its second DC shop on K Street in late July. Open for breakfast, lunch and dinner, the deli serves up a menu of sandwiches, salads, soups, hamburgers, fruit and frozen yogurt and fresh bagels, plus offers an Espresso Bar, convenient for nearby office workers and residents.

West Elm (3333 M St. NW): Pop-up shops have been all the rage, and modern home furnishings company **West Elm** opened up their first-ever pop-up shop on Georgetown's famed M Street on July 14. Open until early 2012, the 3,300 square foot pop-up shop spotlights handmade and limited edition pieces, along with home, office and dorm room furniture and accessories, perfect for neighborhood university students. For more information, please visit www.westelm.com.

About the Georgetown Business Improvement District

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information please visit georgetowndc.com. Also connect with Georgetown on Twitter: www.twitter.com/GeorgetownDC, Facebook: www.facebook.com/OfficialGeorgetownDC and YouTube: www.youtube.com/user/GeorgetownDCTV.

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