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Spring Brings Exciting New Retail Playtime to Georgetown, DC with National and Independent Store Openings

15 New Store and Gallery Openings Enhance the Neighborhood's Already-Unparalleled Retail Scene

WASHINGTON, DC (May 25, 2011) – Spring is a time of rejuvenation, and exciting new additions to Georgetown's already-vibrant retail scene are bringing a refreshing new energy to the neighborhood this season. Over the next few months, areas like Georgetown's famed M Street and quaint Book Hill neighborhood will see an influx of well-known national brands and unique, independent shops and galleries joining the neighborhood's storefronts.

"The fact that 15 national brands and independent merchants have chosen to open up in Georgetown over a period of several months, with many choosing our neighborhood as one of their only U.S. locations, is indicative of the current strength of retail in Georgetown," said Jim Bracco, Georgetown BID Executive Director. *"We are thrilled to have these businesses join our diverse selection of over 500 merchants, and are looking forward to an exciting spring and summer in Georgetown."*

Spring marked the opening of eight new businesses:

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.

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.

Fleurir Chocolates (3235 P St. NW): Chocoholics now have another place to indulge a sweet tooth in Georgetown. Locally-based Fleurir Chocolates has just 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 will welcome a new contemporary art gallery. Opening up on upper Wisconsin Ave. on May 20, the bright pink-doored Heiner Contemporary will feature emerging and mid-career artists working in a range of media. Aiming to make art accessible and feature thought-provoking artwork, the new gallery will be an exciting addition to the independent arts scene in Georgetown. For more information, please visit www.heinercontemporary.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. Recently opening in mid-April, Lou Lou will be a go-to spot for ladies looking for that last-minute outfit finisher. For more information, please visit www.loulouboutiques.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. Just opened on May 12, the 1500 square foot store offers the full rag & bone collection of classic, well-made sportswear beginning with the Spring/Summer 2011 men's and women's collections. For more information, please visit www.rag-bone.com.

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.

Stores and galleries opening soon include:

AllSaints Spitalfields (3235 M St. NW): DC's fashion scene continues to grow with the late summer/early fall arrival of AllSaints Spitalfields, an edgy British clothing retailer on M Street. The large 8,000 square foot space will feature 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.

Brooks Brothers (3077 M St. NW): Opening in Fall 2011, dapper men and well-dressed women will soon be 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 will be an exciting national retail addition to the neighborhood. For more information, please visit www.brooksbrothers.com.

Calvin Klein Underwear (3207 M St. NW): Washingtonians will soon have a new place to stock up on their unmentionables. Helmed by international brand and famed designer, Calvin Klein, Calvin Klein Underwear (CKU) will open their M Street doors in late spring/early summer, 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.

Comer & Co. (1659 Wisconsin Ave. NW): Antique collectors will excitedly welcome a new addition to Georgetown's Book Hill neighborhood this summer. Virginia-based Comer & Co. will open at the end of May 2011, 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. will be a welcomed new face on upper Wisconsin Avenue. For more information, please visit www.comerandco.com.

Michael Kors (3103 M St. NW): Adding another highly acclaimed national designer to the Georgetown fashion mix, Michael Kors is opening up on M Street this year. The new Michael Kors shop will bring 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 is opening in the Book Hill neighborhood at the end of May. Offering a fresh, upscale boutique beauty experience, the new shop will offer 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.

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 is opening up on M Street in late May. The restaurant's Georgetown location will feature the same menu and whimsical décor as its Manhattan outpost, but will also pay 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.

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.