



**For Immediate Release**

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**Promenade at Virginia Gateway debuts several new retailers**  
*Grand Opening Festivities set for April 26-27, 2014*

**Fairfax, Virginia, April 22, 2014** – The Peterson Companies announced today that White House Black Market, LOFT, Francesca’s Collections, Soma Intimates, IT’SUGAR and Pinkberry will open their new Promenade at Virginia Gateway locations during the center’s Grand Opening weekend, April 26 – April 27. The celebration includes fashion shows, a performance by the Manassas Symphony Orchestra Winds, fireworks, giveaways, and the debut of the interactive splash fountain.

Promenade at Virginia Gateway will offer an upscale mix of shopping, dining and entertainment, along with pedestrian-friendly streets, an event plaza and interactive water feature. The 300,000 square foot lifestyle center is the highly anticipated final phase of Virginia Gateway and will complement the popular shops and restaurants of Virginia Gateway.

“Over the past 15 years, the Peterson Companies has carefully assembled a retail, dining and entertainment destination at Virginia Gateway that truly serves as the commercial and social hub for the Gainesville and Haymarket communities,” stated Taylor O. Chess, President of Retail for Peterson Companies. “Promenade is the finishing touch that introduces many of the fashion and entertainment options the community has long been waiting for.”

Regal Cinemas along with Bar Louie, Nando’s Peri-Peri, Smashburger, BJ’s Restaurant & Brewhouse, Sleep Number and Grace Jewelers are currently open at Promenade, and the following new merchants are set to join them:

- **Charming Charlie**, 5,900 square feet – The colorful accessories store features jewelry, handbags, eyewear, scarves, shoes and more all grouped together by color, featuring thousands of accessories in one store. The store is now open.
- **LOFT**, 5,400 square feet – The popular women’s clothing and accessories retailer recently reinvented with new concept stores across the country. Featuring a boutique-style layout comprised of small “style closets,” plush seating and open space that encourages interaction and collaborative styling. Planned opening is Saturday, April 26.
- **White House Black Market**, 3,500 square feet – The retailer specializes in stylish women’s clothing in a simple black and white palette. With over 400 boutiques across the country, White House Black Market offers chic business attire, shoes and accessories. Planned opening is Saturday, April 26.

- **Francesca's Collections**, 1,400 square feet – Francesca's Collections boutiques offer an eclectic mix of carefully curated clothing, bright baubles, bold accessories, and playful gifts. Planned opening is Saturday, April 26.
- **Soma Intimates**, 2,500 square feet – Soma Intimates offers an exclusive collection of women's lingerie, including bras, panties, sleepwear, swimwear, shapewear and more. Their Expert Fit Stylists work with customers to help ensure an always-perfect fit. Planned opening is Saturday, April 26.
- **Pinkberry**, 1,250 square feet – Pinkberry uses only hormone-free milk and live & active cultures to create delicious and exotic frozen dessert flavors like Chocolate Hazelnut, Green Tea, Coconut, Cookies & Cream, Lychee, Peanut Butter, and many more. Planned opening is Saturday, April 26.
- **IT'SUGAR**, 1,800 square feet – The trendy sweets shop has become one of the largest and fastest growing specialty candy and gift retailers in the world, and features novelty, nostalgic, bulk and giant candy; plus chocolate, mints & gum, apparel, accessories and beauty items. The candy shop also carries popular brands like Hello Kitty and Marvel Comics. Planned opening is Saturday, April 26.
- **Presley Laurent Salon & Spa** – 2,500 square feet – a luxury spa and full service hair salon, offering all hair services, cuts, colors, highlighting, manicures, pedicures, waxing, massage therapy and body treatments. Opening Fall 2014.

With these new additions, the total Virginia Gateway project is now 97% leased.

#### **About Virginia Gateway:**

Virginia Gateway is the premier shopping destination for the Gainesville and Haymarket area, boasting an amazing selection of over 120 retail shops, restaurants and service-oriented businesses. Located in the heart of Prince William County at the intersection of I-66 and Rt 29, this exciting mixed-use development has over 1.3 million square feet of national, regional and local merchants in a convenient shopper-friendly environment. Promenade at Virginia Gateway, the fifth and final phase of Virginia Gateway, features a 14-screen state-of-the-art Regal Theatre, LOFT, Bar Louie, Nando's Peri-Peri, Pinkberry, Soma, White House Black Market, Charming Charlie and more. For more information, visit [www.vagateway.com](http://www.vagateway.com). Or follow Virginia Gateway on [Facebook](#) and [Twitter](#) for real-time updates.

#### **About Peterson Companies:**

Peterson Companies is one of the largest privately owned real estate development companies in the Washington, DC region and offers fully-integrated development and management services for commercial, office, residential and retail real estate. The company is responsible for some of the most prominent and successful mixed-use retail, residential and office developments in Northern Virginia and Maryland including National Harbor, Virginia Gateway, Downtown Silver Spring, RIO Washingtonian, Fairfax Corner, Fair Lakes, Burke Centre and Tysons McLean Office Park. Founded by Milt Peterson over 30 years ago, the company has an extensive two million square foot development pipeline throughout the Washington, DC region. For more information about the company, please visit [www.petersoncos.com](http://www.petersoncos.com).