

FOR IMMEDIATE RELEASE
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rue21 OPENING THIS WEEK AT THE SHOPPES AT PARMA



Parma, Ohio – November 8, 2016 – [The Shoppes at Parma](#), a PECO Real Estate property, is pleased to announce the opening of rue21, a leading teen specialty apparel retailer. To celebrate the November 10 grand opening, rue21 is offering free giveaways for the first 100 customers to visit the new store.

The 6,752-square-foot shop includes apparel and accessories for girls and guys as well as rue21's newest and fastest-growing division, rue+ plus sizes. Customers are now able to shop a wide selection of trendy products including apparel, footwear, fragrance, beauty and room décor. The shop is located at West Ridgewood Drive in the building with soon-to-open ULTA Beauty (opening November 18) and Shoe Dept. Encore (opening November 11).

rue21 is the largest fast-fashion retailer in the U.S. with more than 1,200 stores in 48 states in shopping malls, outlets and strip centers. The retailer has experienced dramatic growth over the years and has propelled the brand into a destination for teens by delivering current fashion trends at a great value.



Michelle Devlin, General Manager of The Shoppes at Parma, said, “The opening of rue21 is well-timed for the holiday shopping season. The new store gives teen shoppers and their families exciting gift possibilities as well as chic apparel options for holiday parties and get-togethers. We’re excited about the addition of rue21 to the line-up of fashion-forward retail at The Shoppes at Parma.”

About rue21

rue21, headquartered in Warrendale, Pa., is a leading specialty retailer offering exclusive branded merchandise and the newest trends at a great value. rue21 currently operates 1,200 stores in 48 states and on its website, rue21.com. Learn more at www.rue21.com

About The Shoppes at Parma

[The Shoppes at Parma](#) is in the midst of an exciting transformation through its multi-phase redevelopment. The 750,000 square-foot open air center is anchored by J.C. Penney, Dick’s Sporting Goods, recently opened Gordmans, Walmart Supercenter and Marc’s grocery store and features specialty retailers, services and a wide variety of dining options. The center is located just eight miles southwest of downtown Cleveland, at the intersection of Ridge Road and West Ridgewood Drive.

New to The Shoppes at Parma in 2016: American Commodore Tuxedo, Aspen Dental, FITWORKS, Gordmans department store, Kay Jewelers, MISSION BBQ, PetValu, PIZZAFIRE, Pulp Juice & Smoothie Bar, Rally House, rue21, T-Mobile

Opening soon: ULTA Beauty, Shoe Dept. Encore, Five Guys, Pearle Vision

About PECO Real Estate Partners (PREP)

[PECO Real Estate Partners](#) (PREP), Cincinnati-based owner of The Shoppes at Parma, has incorporated Phillips Edison & Company’s former development and strategic retail divisions and will focus on the acquisition, repositioning and management of power and lifestyle centers, enclosed malls, mixed-use retail projects and single-tenant developments.

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