



**FOR IMMEDIATE RELEASE**

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**ANTHROPOLOGIE TO OPEN FIRST COACHELLA VALLEY STORE  
AT THE GARDENS ON EL PASEO**

Palm Desert, CA.-January 21, 2010 - The Gardens on El Paseo announces that **Anthropologie**, a premier retailer of women's casual apparel and accessories, home furnishings, gifts and decorative items, will be opening its first Coachella Valley store in fall 2010.

The new 9,400 square-foot **Anthropologie** store will showcase a shopping experience unique to The Desert, offering fashion, décor, gifts and more through presentations of innovation, artfulness and design. The new store will be located on El Paseo across from **Eileen Fisher** and next to **Tommy Bahama's Emporium**.

"We've been impressed with the sophistication and demography of the Palm Desert area for quite some time and are excited to have finally identified a location for an Anthropologie store in this vibrant marketplace," said Wade McDevitt, Founder and Chief Executive Officer, The McDevitt Company, which manages domestic and international site selection and expansion strategies for Anthropologie.

"We're pleased to introduce Anthropologie to the Desert," says Leasing Executive Karen Land of Davis Street Land Company, which owns and manages The Gardens on El Paseo. "The addition of Anthropologie to our existing lineup of upscale and luxury retailers continues to make The Gardens the premier shopping destination in the Coachella Valley," adds Land.

A brand division of *Urban Outfitters, Inc.* (NASDAQ: URBN), **Anthropologie** opened its first store in Wayne, Pennsylvania in 1992 and currently operates 135 retail stores in the United States and ships to more than 30 countries via its direct business. Catering to the fashionable, educated and creative woman ages 30 to 45, **Anthropologie** provides customers an unique product assortment that includes casual apparel and accessories, home furnishings and a diverse array of gifts and decorative items. Carefully designed and selected with an eye for craftsmanship and detail, **Anthropologie** merchandise is offered in an inimitable environment, both online and in its stores.

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**Anthropologie's** signature collections feature a wide assortment of apparel, accessories, jewelry and home furnishings including:

- **Apparel:** sweaters, dresses, knits & tees, blouses, pants & shorts, denim, skirts, petites, outerwear, jackets, loungewear, intimates, legwear, and swimwear.
- **Accessories:** boots, oxfords, heels & wedges, flats, handbags, clutches and smalls
- **Jewelry:** necklaces, earrings, bracelets, rings & pins, jewelry boxes, scarves, wraps, belts, hair accessories, hats, gloves, eyewear, and beauty & fragrance items
- **Home:** bedding, bath, furniture, upholstery, rugs, curtains, hardware, lighting, pillows, wall décor, dining, kitchen, candles, books, stationary, hobbies & leisure, and kids

The allure of **Anthropologie** extends beyond its bountiful product offerings. Shopping **Anthropologie** is to escape to a world burgeoning with vintage and ethnic styles crafted by full-time interior designers who showcase one-of-a-kind décor unique to each retail location.

Currently, there are 28 **Anthropologie** retail stores in California, eight (8) of which are located in Southern California. The nearest **Anthropologie** store to Palm Desert is its Rancho Cucamonga location (90 miles away), making the new **Anthropologie** store at The Gardens on El Paseo the first brand division of *the Urban Outfitters* family to have a presence in the Palm Desert market.

*Urban Outfitters, Inc.* owns and operates five retail brands: *Urban Outfitters*, **Anthropologie**, *Free People*, *Terrain*, and *Leifsdottir*, a luxury brand for **Anthropologie**. *Urban Outfitters, Inc.* is an innovative specialty retail company which globally offers a variety of lifestyle merchandise to highly defined customer niches through 153 *Urban Outfitters* stores in the United States, Canada, and Europe, 2 web sites and a catalog; 135 **Anthropologie** stores in the United States and Europe, a web site and a catalog; *Free People Wholesale* which sells its product to approximately 1,400 specialty stores and select department stores; 34 *Free People* stores, a web site and catalog; *Leifsdottir Wholesale*, which sells its product to approximately 65 specialty and select department stores; and one *Terrain* garden center.

In addition to **Anthropologie**, **Louis Vuitton** has announced that it will be opening its first Coachella Valley store at The Gardens on El Paseo in spring 2010. The 3,100 square-foot **Louis Vuitton** store will be located adjacent to **Tiffany & Co.** and will carry not only their signature luxury leather goods, but also their full line of accessories from both men and women.

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Continuing the introduction of new retailers to the Desert will be the opening of El Paseo Village in fall 2010. **Mastro's Steakhouse**, **Juicy Couture**, **Kate Spade**, **Banana Republic**, **bebe**, **Lucky Brand Jeans**, and **Janie & Jack** will open new stores in El Paseo Village, located adjacent to The Gardens on El Paseo and also owned and managed by Davis Street Land Company.

The Gardens on El Paseo, one of Davis Street Land Company's premier shopping centers, features 45 retailers, restaurants, and specialty tenants. The Gardens, with great dining at **Sullivan's Steakhouse**, **Pacifica Seafood Restaurant**, **Sammy's Woodfired Pizza** and **Tommy Bahamas**, combined with venerable world class retailers such **Saks Fifth Avenue**, **Tiffany & Co.**, **Brooks Brothers**, **Tommy Bahamas Emporium**, **Williams-Sonoma**, **Banana Republic**, **J.Crew**, **Cole Haan**, **Eileen Fisher**, **Coach**, **L'Occitane** and **Pottery Barn** has become a celebrated gathering and shopping destination in Southern California.

Privately-held Davis Street Land Company, based in Evanston, Illinois, focuses on developing and owning upscale specialty and lifestyle centers. The principals of the company are responsible for unique retail properties such as **Plaza Frontenac** and **The Meadows at Lake Saint Louis** in St. Louis, **The Mall at Green Hills** in Nashville, **The Gardens on El Paseo**, and **El Paseo Village** (opening fall 2010). To learn more, key [www.dslandco.com](http://www.dslandco.com)

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