

CROSSGATES

perfumania

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Perfumania to Open at Crossgates *- Opening September 2026 -*

Guilderland, NY: Perfumania, America's leading discount fragrance retailer, is thrilled to announce the opening of its newest store at Crossgates. Located on the lower level of the shopping center near Primark, Perfumania is slated to open in September of this year.

"We are proud to introduce Perfumania to the Crossgates Mall community and expand our presence throughout New York's Capital Region," said Dennis Bowerman, Vice President of Merchandising. "This location allows us to bring a curated selection of authentic fragrances, from top designer brands to exclusive collections, into one of the region's most popular retail destinations while continuing to deliver a personalized and engaging in-store experience."

The Crossgates Mall opening is part of Perfumania's broader growth strategy as the company continues to invest in key markets and premier shopping destinations. With a strong focus on accessibility, value, and customer experience, Perfumania remains committed to meeting the evolving needs of today's fragrance consumer.

"Our expansion into top-tier centers like Crossgates Mall reflects both the strength of our brand

and the continued demand for a trusted fragrance destination. As we grow, our priority remains delivering a consistent, high-quality experience for every customer," said Frank Mroczka, Chief Executive Officer.

With over 170 stores nationwide, Perfumania is America's largest discount fragrance retailer specializing in authentic designer fragrances. Its fragrance consultants provide expert guidance across a wide assortment of popular, classic, and hard-to-find scents. Perfumania's commitment to quality, value, and service continues to drive its expansion across key markets.

For more information, visit <http://www.perfumania.com> and follow @perfumania on [Instagram](#) and [Facebook](#), and @perfumaniaperks on [TikTok](#).

Visit www.shopcrossgates.com and follow us on [Facebook](#) & [Instagram](#) for updates on upcoming openings, giveaways, community events, promotions & sales offered at our center and within our stores, restaurants & entertainment venues.

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About Crossgates Mall

Crossgates is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Macy's, JCPenney, Dick's Sporting Goods, Going, Going, Gone!, Primark and Best Buy, while offering more than 180 retail shops, including Apple. Crossgates offers 10 entertainment venues and over 20 on-site eateries, such as Dave & Buster's, Get Air, Billy Beez, Apex Entertainment, Maggie McFly's and Regal Cinemas with IMAX. Or simply relax at our award-winning day spa, Spa Mirbeau. Located adjacent to a dual-branded 192-room Homewood Suites and Tru by Hilton hotel and a COSTCO Wholesale, Crossgates is your destination to EAT. SHOP. PLAY. STAY. Additional information regarding Crossgates can be found at shopcrossgates.com, Facebook, Instagram, and Twitter.

About Pyramid Management Group, LLC:

Pyramid Management Group, owner of Crossgates, is one of the largest, most innovative, privately-held real estate developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of dynamic shopping, dining and entertainment destinations dominate the northeast with 9 properties located throughout New York and Massachusetts. For nearly 50 years, Pyramid has built its reputation on being first, fast, ahead of the curve and always what's next, leading the industry in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com