

CROSSGATES



la Vie en Rose

Contact: Leslie Mugrace

Crossgates Management Office

LeslieMugrace@pyramidmg.com

Phone (518) 869-3522

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La Vie en Rose to Open at Crossgates

- Opening Fall 2026 -

Guilderland, NY: La Vie en Rose, Canada's premier destination for lingerie and swimwear, is thrilled to announce the opening of a new store location at Crossgates. The over 4,500 sq. ft. boutique will be located on the lower level of the shopping center near H&M. The store is slated to open this fall and shoppers at Crossgates can look forward to exploring la Vie en Rose's diverse collection of intimate apparel and swimwear, designed to meet the needs of every customer with style, comfort, and elegance.

Founded in 1985, Boutique la Vie en Rose Inc. has stood out as a Canadian leader in the lingerie and swimwear industry since its acquisition by François Roberge in 1996. La Vie en Rose focuses on providing high-quality and affordable undergarments, lingerie, loungewear, sleepwear, swimwear, and beachwear. Bikini Village positions itself as the destination of choice for the best selection of internationally renowned branded swimwear, beachwear, and accessories for women and men. Based in Montreal, the company has over 4,600 employees and more than 304 stores across Canada under the two banners. We celebrate our customers through products that fit real life and provide comfort while making shopping fun and effortless. Boutique la Vie en Rose Inc. is a true Canadian success story. It has been growing internationally since 2004, with the opening of nearly 400 stores in 19 countries.

“We’re excited to welcome la Vie en Rose to the shopping center, and we’re looking forward to the opportunity our customers will have to shop their quality intimate apparel and swimwear,” says Leslie Mugrace, Marketing Director for Crossgates.

For more information about la Vie en Rose, visit www.lavieenrose.com.

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, 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