CROSSGATES

la Vie en Rose

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La Vie en Rose Now Open at Crossgates

Guilderland, NY: La Vie en Rose, Canada's premier destination for lingerie and swimwear, is now open at Crossgates. Shoppers at Crossgates can look forward to now 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 located on the lower level of the shopping center across from Hollister.

Founded in 1985, Boutique la Vie en Rose Inc. has stood out as a Canadian leader in the lingerie industry since its acquisition by François Roberge in 1996. La Vie en Rose focuses on providing high-quality, affordable lingerie, loungewear, sleepwear, swimwear, and beachwear. Based in Montreal, the company has over 4,600 employees and operates more than 304 stores across Canada. We celebrate our customers through products that fit real life and provide comfort while making shopping fun and effortless. La Vie en Rose is a true Canadian success story and 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.

Guests can stop by this weekend for their grand opening with special promo's in store. The first 100 guests on Saturday, November 7th will receive a specialty coffee to enjoy while they browse the store.

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:

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 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 and expanding hospitality presence dominate the northeast with 10 properties located throughout New York, Massachusetts, and Rhode Island including Destiny USA (Syracuse, NY), Crossgates (Albany, NY), Walden Galleria (Buffalo, NY) and Providence Place (Providence, RI). For over five decades, Pyramid has built its reputation on being first, fast, and ahead of the curve, 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.