



destiny usa

PRESS RELEASE

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New Look for Hollister Co. at Destiny USA

--Hollister Co. to remain open during Storefront remodel--



Syracuse, NY (February 13, 2019) -- Hollister Co., the effortlessly cool, Southern California-inspired apparel retailer will upgrade its Destiny USA storefront this spring. The brand as a whole, is initiating renovations to most Hollister locations across the nation.

The store remodel will focus on updating the entryway and will be completed in two phases:

Phase 1 – Shoppers will be able to enter through a temporary entrance on the right side of the store as construction begins on the main entrance.

Phase 2 - After March 8th, guests will notice a new video wall and the reopening of the main entryway as construction continues on the opposite side of the storefront.

The remodel is set to conclude by March 22, 2019. Hollister Co. will remain open throughout the transformation.

Hollister Co. – Popular for its trendy young adult fashion, denim, and accessories, Hollister Co. draws its inspiration from Southern California beach style. In 2014, Hollister Co. brought those beaches to Destiny USA with its eye-catching storefront transformation. The store is located on the 2nd level, next to Build-A-Bear.

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About Destiny USA

Destiny USA is New York's largest shopping, dining, outlet and entertainment destination and the sixth largest shopping center in the U.S. Centrally located in Syracuse, Destiny USA is visited by 26 million guests annually and consistently draws from a 4-hour drive and attracts tourists from all 50 states, Canada and worldwide. An unparalleled mix of shopping, dining, outlet and entertainment—all under one roof—combined with its new, onsite Embassy Suites by Hilton hotel cement Destiny USA's reputation as a premier tourist destination. Plan your next visit to Destiny USA, Trip Advisor's #1 travel destination in Central New York, today at www.destinyusa.com.

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Destiny USA, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist, and entertainment destinations dominate the northeast, with 16 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry by combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.