



**destiny usa**

**PRESS RELEASE**

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**COMING SOON: URBAN OUTFITTERS**

*Destiny USA welcomes international lifestyle retailer*

**Syracuse, NY (February 1, 2019)** – Urban Outfitters is coming to Destiny USA later this summer! Currently located downtown Syracuse, the lifestyle retailer dedicated to inspiring customers through a unique combination of product creativity and cultural understanding plans to move to the region’s largest attraction.

Urban Outfitters operates over 200 stores throughout the U.S., Canada and Europe; featuring experiential retail environments and a well-curated mix of trendy women’s and men’s clothing (boho dresses, denim and graphics to shoes, hats, and backpacks, as well as beauty, intimates, swim and a collection of handpicked vintage clothing).

“Urban Outfitters is excited to expand its retail family with the opening of its Destiny USA location and looks forward to being a part of the Destiny community,” said Urban Outfitters.

“We are thrilled to finally be able say ‘yes, the rumors you heard are true’ Urban Outfitters is moving to Destiny USA,” said Destiny USA Director of Marketing Nikita Jankowski. “This world-known brand is staying in the community and joining our long list of distinguished stores that our shoppers and guests love.”

Founded in 1970, Urban Outfitters, Inc., has grown to include a UO Home collection, 136 Free People stores and 13 restaurants. Urban Outfitters’ new location within Destiny USA will be on the 2<sup>nd</sup> level of the Lord & Taylor wing, between ALEX AND ANI and Sephora.

**For more information, please contact [pr@urbanoutfitters.com](mailto:pr@urbanoutfitters.com).**

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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](http://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](http://www.pyramidmg.com).*