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Lenox Square to welcome first East Coast brick-and-mortar Cousins Maine Lobster

Buckhead's iconic shopping destination to debut Shark Tank success' new luxury dining restaurant

ATLANTA (August 22, 2017) – Lenox Square management is pleased to announce the upcoming addition of **Cousins Maine Lobster**, home to the country's best Maine lobster rolls. The franchise's third sit-down restaurant, inspired by the popular food truck brand, will tempt lobster connoisseurs beginning late fall 2017. In a 1,150 square foot space across from Bantam + Bidy, the eatery will serve up the most succulent lobster dishes during lunch or dinner, including specialty menu items found only at brick-and-mortar locations.

"It's an honor that the Cousins Maine Lobster team selected Lenox Square as their home for such an exciting milestone—both as the first East Coast location and the first in-mall dining experience for their successful and delicious brand," said Carol Cox, area director of marketing and business development for Lenox Square and Phipps Plaza. "Not only will Cousins Maine Lobster further the options for our hungry shoppers, but it will also continue to enhance the atmosphere and shopping experience our guests have come to expect when visiting Lenox Square."

Cousins Maine Lobster's new Buckhead location will offer lobster lovers living around or visiting the community the ultimate indulgence with an authentic Maine seafood experience. *Shark Tank's* most successful business entrepreneurs and founders of Cousins Maine Lobster, Sabin Lomac and Jim Tselikis, are slated to be on hand to celebrate the Lenox Square opening later this year. The dining destination will be owned and operated in Atlanta by Tony Harrison, local franchise owner and operator of two successful Cousins Maine Lobster Atlanta food trucks, voted No. 1 food truck in Atlanta from Atlanta Magazine in 2016 and the Atlanta Street Food Festival in 2015.

In addition to Cousins Maine Lobster, Lenox Square's list of retailers continues to expand with **Lush Cosmetics** and **Cellairis** this fall. **Bath & Body Works** and **Abercrombie & Fitch** also recently introduced its new store renovations, **G-Star RAW** opened doors at its new location and **Standard** and **The North Face** will welcome shoppers just in time for the holiday season.

This October, **Lush Cosmetics** will open a new 2,685 square foot shop on the Upper Level across from Macy's. Designed with the customer in the mind, the store will have more room to play and interact with the brand's ethical, fresh and handmade bath, body, hair and skincare products.

Shoppers will soon have access to stylish cell phone cases with the anticipated opening of **Cellairis** in September, to be located in the Lenox Fashion Café at a new 320 square foot location. Offering a broad range of wireless accessories, Cellairis provides innovative and fashion-forward accessories – standing out from all the rest.

Bath & Body Works, located on the Upper Level near Bloomingdale's, recently expanded its selection with the addition of White Barn Candle Co. to its existing store, maximizing fragrant flavorful indulgences. Satisfying everyone from the casual shopper to the avid sneaker collector, **Standard** will bring new and exclusive apparel and footwear brands to the Atlanta market this fall in a 1,740 square foot location on the Upper Level in the Luxury Wing next to Original Penguin. **G-Star RAW** fuses high-level craftsmanship with street level edge to create a new denim sector, now located on the Upper Level in its 1,843 square foot store next to **UNTUCKit**. The casual men's apparel brand, UNTUCKit, is located next to Anthropologie and opened this summer in a

1,048 square foot space. Men can find limited-run casual and dress shirts, tees, socks, ties and more at **Hammer Made**, recently opened its 1,009 square foot boutique at the Upper Level of the Main Entrance. In time for Labor Day shopping, **The North Face** will offer outdoor apparel, equipment and footwear in a new 4,452 space next to **Abercrombie & Fitch** – which recently opened its new concept store in July.

About Lenox Square

Located in the heart of Buckhead, Lenox Square is an Atlanta landmark. Founded in 1959, Lenox Square is one of the largest shopping malls in the Southeast. Anchored by Bloomingdale's, Macy's and Neiman Marcus, shoppers have more than 250 store choices, including exclusive retailers like Diane von Furstenberg, Escada, Prada and Louis Vuitton. Stores range from designer boutiques such as Bvlgari and Salvatore Ferragamo to casual staples such as J.Crew and Banana Republic. Five full-service restaurants including True Food Kitchen and Zinburger Wine and Burger Bar, an extensive food court recently renamed the Lenox Fashion Café and casual dining options including Panera Bread, Corner Bakery Café and Sprinkles Cupcakes make the mall a popular dining and entertainment destination. Each year, Lenox Square is home to the annual Macy's Tree Lighting, an Atlanta holiday tradition. For a map and store listings, as well as directions, events and job listings, visit simon.com. For additional information, visit Lenox Square on facebook.com/LenoxSquareMall, twitter.com/LenoxSqMall and <http://instagram.com/lenoxsqmall>.

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