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**North Georgia Premium Outlets to introduce lululemon athletica this August**

*Region’s premier shopping destination to welcome popular active wear brand; Tory Burch Outlet, Universe + Soul Couture and The Pickled Peach now open*

**DAWSONVILLE, Ga. (July XX, 2017) - North Georgia Premium Outlets**, a Simon center offering enormous savings of 25 to 65 percent off every day, announced today **lululemon** will join over 140 of the most sought-after outlet retail brands at the center later this summer. The new stores will join recently opened **Tory Burch** Outlet, **Universe + Soul Couture** and **The Pickled Peach**,just in time for the back to school season.

Slated to open in early August, **lululemon athletica** will be located near Vera Bradleyin a 3,000 square-foot space. The yoga-inspired and sports-centric brand will boast a diverse selection of comfortable and durable active lifestyle wear, including yoga accessories, performance shirts, shorts and pants. The North Georgia Premium Outlets store will be the brand’s first outlet location in the state.

The first **Tory Burch Outlet** in the state of Georgia is now open and located next to Saks Fifth Avenue OFF 5TH. Known for bold colors, unique prints and eclectic details, the 4,000 square-foot Tory Burch Outlet carries collections of ready-to-wear shoes, handbags, accessories, watches and home and beauty collections.

Also now open in a 4,050 square-foot space adjacent to Lucky Brand, **The Pickled Peach** is the largest seller of locally-made Pine Design signs, which are crafted right outside of Dahlonega, Ga. The shop carries over 4,000 different products ranging from collegiate items to bath soaps and more. Another recent addition, **Universe + Soul Couture**, is a 3,000 square-foot boutique now open near Aeropostale. Their second-ever location in Georgia, this trendy brand offers shoppers fashion-forward women’s clothing and accessories and encourages individual expression and a positive lifestyle.

These retailers join several other top, name-brands already available at North Georgia Premium Outlets, including Michael Kors, kate spade new york, Under Armour, Sakes Fifth Avenue OFF 5TH, adidas, UGG Australia, True Religion, J. Crew Factory, Skechers, Fossil and William-Sonoma Outlet, among others.

“Our goal is to continually offer the most sought-after retail in the greater Atlanta area, and the additions of lululemon and Tory Burch do just that,” said General Manger Heather Halpern,. ”North Georgia Premium Outlets’ shoppers will find an unmatched selection of merchandise—from top activewear brands to trendy boutique fashions to locally made goods.”

**About North Georgia Premium Outlets**

North Georgia Premium Outlets is a leader in the most sought-after outlet retail located north of Atlanta in Dawsonville, Ga. The over 481,000 square-foot outlet shopping center features enormous savings of 25 to 65 percent off every day at 140 stores including Ann Taylor, Burberry, Coach, Cole Haan, Gap Outlet, J. Crew, Kate Spade New York, Michael Kors, Nike Factory Store, The North Face, Tory Burch Outlet, Polo Ralph Lauren, Pottery Barn Outlet, Restoration Hardware, Saks Fifth Avenue OFF 5TH, The North Face, UGG Australia, Vera Bradley, Vince Camuto, Williams-Sonoma and more. For a map and store listings, as well as directions, events and tourism resources, visit [www.premiumoutlets.com/NorthGeorgia](http://www.premiumoutlets.com/NorthGeorgia).

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