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**FOR IMMEDIATE RELEASE**

**Bridge Street Town Centre Adds Warby Parker to Retail Roster**

*Huntsville shopping destination to welcome renowned eyewear brand, marking its first location in Tanger’s portfolio*

**HUNTSVILLE, Ala. (Sept. 3, 2024) – Bridge Street Town Centre** has added to its lineup of top brands with direct-to-consumer lifestyle brand **Warby Parker**, set to open at the center this month. The new store will occupy a 1,587-square-foot space next to The Cheesecake Factory and plans to celebrate its grand opening on Sept. 14. The exciting addition brings Warby Parker's stylish and affordable eyewear directly to Huntsville's vibrant shopping scene, joining Bridge Street Town Centre’s dynamic mix of over 50 unique-to-market brands and specialty stores.

"We are thrilled to bring Warby Parker's unique blend of fashion-forward eyewear and exceptional customer experience to Bridge Street Town Centre," said Haley Lowery, Marketing Director for Bridge Street Town Centre. “Warby Parker is a beloved brand and the perfect addition to our selection of best-in-class retailers. We know that Huntsville’s discerning shoppers will welcome the new store’s extensive collection of eyewear offerings.”

The brand offers affordable, holistic eye care, including comprehensive eye exams and telehealth services, designer-quality eyeglasses and sunglasses, like their latest Fall 2024 collection, contact lenses, including Scout by Warby Parker and third-party contacts brands, and accessories. Warby Parker’s Bridge Street Town Centre location, its third store in the state, will make it easier for Huntsville and Northern Alabama customers to access all of their eye care needs. The location will also feature custom store artwork designed by Huntsville-raised artist Laci Jones.

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**About Bridge Street Town Centre**

Featuring a dynamic mix of more than 50 unique-to-market brands and specialty stores, as well as a strong variety of market-exclusive restaurants, including Apple, Lululemon, Connors Steak & Seafood, Sephora, The Cheesecake Factory, Lush, Anthropologie, and more. Bridge Street Town Centre, A Tanger Property, has become a community gathering place enjoyed by both local residents and visitors of the Huntsville area. The property is also home to more than 207,000 square feet of fully occupied Class-A office space, as well as a 232-room Westin hotel, 150-room Element by Westin hotel, 244-unit Seleno luxury apartment complex and 131-room Hyatt Place Hotel. For more information on center hours, events, and a directory of stores, please visit bridgestreethuntsville.com and connect with us on Facebook or Instagram.

**About Warby Parker**

Warby Parker (NYSE: WRBY) was founded in 2010 with a mission to inspire and impact the world with vision, purpose, and style–without charging a premium for it. Headquartered in New York City, the co-founder-led lifestyle brand pioneers ideas, designs products, and develops technologies that help people see, from designer-quality prescription glasses (starting at $95) and contacts, to eye exams and vision tests available online and in its more than 260 retail stores across the U.S. and Canada. Warby Parker aims to demonstrate that businesses can scale, do well, and do good in the world. Ultimately, the brand believes in vision for all, which is why for every pair of glasses or sunglasses sold, they distribute a pair to someone in need through their Buy a Pair, Give a Pair program. To date, Warby Parker has worked alongside its nonprofit partners to distribute more than 15 million glasses to people in need.