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**FOR IMMEDIATE RELEASE**

**Town Center at Cobb welcomes Brows & Beyond, a newly renovated brooklynn’s and other offerings**

*Women’s clothing stores and salon among center’s additions*

**KENNESAW, Ga. (August 6, 2019)** – **Simon**, a global leader in premier shopping, dining and entertainment destinations, today announced that **Brows & Beyond** and **Cobb Hearing Aid Factory** are now open at **Town Center at Cobb**, in addition to the recent re-opening of **brooklynn’s** and **Red Velvet Mama**. The center is also welcoming eye-catching women’s clothing stores back to its retail roster.   
  
“Providing our guests with an unmatched shopping experience means more than just having the best fashion brands,” said Shelly Weidner, director of marketing and business development for Town Center at Cobb. “These new salon services and renovated shops complement the mall’s shopping selection and provide an experience that every member of the family can enjoy.”

**brooklynn’s**, which offers trendy, fashion-forward clothing at affordable prices for young women, has officially reopened in a newly remodeled space on the lower level in the Macy’s wing next to Sunglass Hut.

Whether through appointment or walk-in, **Brows & Beyond** is the hub for beauty, offering cutting-edge services in eyebrow threading and waxing, permanent makeup, lash extensions and skin rejuvenation. This newly opened **1,300 square-foot** salon is located on the upper level near the play area.  
  
**Red Velvet Mama**, known for baking the best version of a classic cake, has also relocated to the lower level near center court next to BoxLunch. Red Velvet Mama offers sweet-toothed shoppers a line of classic, famous and signature flavor cupcakes, whoopies, cakes and cupcakes in a jar.

**Cobb Hearing Aid Factory** is also now open in a **1,600 square-foot space** in the upper level of the Macy’s wing across from Abercrombie & Fitch. Cobb Hearing Aid Factory offers fitting, repair, servicing and demonstrations of state-of-the-art Siemen’s and Starkey hearing aids.

Now open, **Edge** is a modern clothing store with collections for fashion trendsetters. This stylish **3,800 square-foot** boutique is located in the lower level in the Sears wing next to Hot Topic.

Coming late this summer, **Milan Atlanta** is a women’s boutique that offers high-fashion apparel at affordable prices. This **600 square-foot** store is located in the upper level of the JCPenney wing next to **Brows & Beyond**.

In addition, **Sowa Cereal & Cream Bar** is coming to Town Center at Cobb in September. Known for its featured soft-serve ice cream, milkshakes and bowls of milk with cereal mix-ins, this quirky dessert shop will be located in the lower level in the Sears wing across from College Station.