



## **Destiny USA welcomes retailers Jenuine, Papyrus and T.G.I. Friday's**

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Destiny USA, a 2.4 million s/f tourist destination, welcomes several new tenants. The property is one of the largest LEED Gold certified retail commercial buildings in the country.

Jenuine will open a new location at Destiny USA later this year. They will be located on the second level between VILLA and DressBarn near the center atrium and will take nearly 4,700 s/f.

"Destiny USA continues to introduce new, solid brands to the area and is thrilled to bring Jenuine to the facility," David Aitken said. "Jenuine is a great addition to the second level and a strong brand that provides a broad selection for men and women."

Jenuine is an apparel and accessory brand that provides a diverse assortment of lifestyle brands. Jenuine strives to create trends instead of following them by creating a dynamic mix of young men's and juniors merchandise that solidifies the brand as a one-stop shop. Shoppers can find everything they're looking for in one place. Jenuine's first retail location opened in June 2009 in Richmond, California. They currently have nine locations across the U.S. They have one other location in the state at Pyramid's Palisades Center in West Nyack.

Papyrus, a custom printing, stationary and greeting card store, will take a new 1,400 s/f new location at Destiny USA this fall. The retail brand will be located in the south wing on the second level, adjacent to Lord + Taylor. The store entrance will face into the north hallway, directly across from FootAction.

The brand earned its name from the earliest form of paper, which came from the papyrus plant. In 1950, Marcel and Margrit Schurman labeled their company and thus began the Papyrus empire now owned and operated by their daughter Dominique, CEO of the Schurman Retail Group. The Schurman Retail Group operates multiple brands including Papyrus, Carlton Cards Retail, American Greetings retail and Paper Thread. They have more than 450 stores. This will be the brand's first location in Upstate New York.

"We are very pleased to be opening soon at Destiny USA," said Allen Stefan of Papyrus. "We have the very best stationary, card, and complimentary gift offerings in the market place. Of course, this goes along with our legendary customer service. Papyrus offerings will satisfy all your gifting needs for all your many relationships in life. Our custom printing is also second to none."

"Destiny USA is thrilled to welcome Papyrus; it is a unique brand to the facility and the area," Rob Schoeneck, general manager of Destiny USA, said. "They're a brand that values the classic tradition of personal connections and the written word."

Additionally, Destiny USA recently welcomed a new T.G.I. Friday's restaurant. Strategic Restaurants, franchisee for T.G.I. Fridays, has signed a deal to grow the casual dining brand in the area and spread "that always Friday feeling" by opening the second T.G.I. Friday's location in the city. The restaurant will be located on the 3rd floor of the Destiny USA expansion adjacent to Regal

Entertainment Group's new RPX and IMAX screens. Construction is scheduled to begin in August, and the restaurant is expected to open by the end of the year. This will be one of the first LEED certified T.G.I. Friday's restaurants.

"T.G.I. Friday's is America's most iconic bar and grill," Aitken said. "It's a great brand with loyal followers, making it an exciting and welcome addition to the expansion."

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