



Femme1231 and Stella Gialla Decorum join Shops at Atlas Park

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Two fashion boutiques at The Shops at Atlas Park have each unveiled plans to open second stores at the 400,000 s/f lifestyle retail center in Glendale neighborhood. Atlas Park, which was recently honored as the "best local mall experience" in New York magazine, will now boast two additional women's clothing stores as current retailers, M12ThirtyOne and Stella Gialla tap into the broadening retail market and expand their businesses.

Jennifer and Michael Padilla, owners of the fashion-forward menswear boutique, M12Thirty One, plan to complement their men's store by opening Femme1231, a specialty shop for women, along with a DJ booth for in-store fashion show events. With about 2,400 s/f, Femme1231 is more than double the size of M12Thirty One and is located to the left of Floris Day Spa & Nails.

The owners of Stella Gialla, a women's clothing and accessories shop dubbed by Lucky magazine as one of New York City's best 100 boutiques, will open Stella Gialla Decorum, a one-stop shop for women's fashion and home goods specializing in everything from Diane Von Furstenberg dresses to chandeliers and wallpaper. The new 2,500 s/f expansion will be located next to Claire's across from Borders.

"These new store expansions are a terrific indicator of our mall's future, especially as we hear about other retailers around the country closing up shop," said Damon Hemmerdinger, Atlas Park's owner and development director. "In just two years, we've focused on providing our community with a diverse mix of price points and tastes, and these new fashion boutiques will by far close the most significant gap in our offerings-places for the Queens fashionista to dress herself."

Located within the former Atlas Terminals site, Atlas Park has become home to many brand name retailers, such as Borders, Regal Cinemas, Starbucks and Aerosoles, as well as many local merchants.

Additionally, Atlas Park offers many flourishing local restaurants. National chains are also part of the dining mix.

Located at 8000 Cooper Ave., at the intersection of 80th St., The Shops at Atlas Park offers a mix of men's, women's and children's apparel, jewelry, shoes, fashion accessories, house wares, gourmet foods and a variety of charming cafes, bistros and restaurants.

The Shops at Atlas Park sits on a 12-acre tract of land, with The Green, which serves as its "town center" in the middle. It is surrounded by a unified architectural statement of white-washed buildings that encircle the magnificent green space, designed to create a casual, refreshing meeting place in the midst of a densely inhabited urban environment.

The Shops at Atlas Park also has two other outdoor public spaces and a 1,000 s/f café pavilion. Altogether, it consists of eight buildings housing retail shopping and office space.

A& Co., LLC serves as the development manager and design architect on behalf of the owner, Atco

Properties & Management.

Atco Properties & Management, a New York-based, full service, family owned real estate organization, is developing this retail project on the Atlas Terminals site, a property owned by The Hemmerdinger Family for more than 85 years. Founded in 1922, the organization owns and manages commercial, industrial and residential properties and provides a broad range of professional real estate services, including tenant representation, consulting, management, construction, and investment.

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