



## **Pyramid adds first Amazon 4-Star store to its portfolio at Crossgates**

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Albany, NY Pyramid Management Group, one of the largest, most innovative, privately held shopping center developers in North America, completed the opening of the first Amazon 4-Star store in its portfolio at the company's Crossgates complex. The opening of the 4,500 s/f store marks Amazon 4-Star's first foray into the Capital Region's brick and mortar retail scene, and adds to the growing list of digitally native brands that continue to recognize the importance of maintaining a brick and mortar presence across Pyramid's portfolio of premier shopping, dining and entertainment destinations.

Amazon 4-Star embodies a remarkable convergence of the world's largest online marketplace with its material opposite: Brick and mortar retail stores. While Amazon has in recent years led a seismic shift in how consumers shop, it is also clear that the benefits of leasing physical stores are significant as part of a successful omni-channel retail strategy.

"We are thrilled to welcome the region's first Amazon 4-Star to Crossgates, the Capital Region's premier shopping, dining and entertainment destination," said Stephen Congel, CEO of Pyramid. "Not only does their arrival bode well for our shoppers who have been eager for the brand's opening, but it also illustrates how Pyramid works tirelessly to stay ahead of the curve and how our properties present incredible opportunities for brands looking to capitalize on maintaining both an online and brick and mortar presence. Bringing digitally native brands such as Amazon 4-Star to our properties has been and remains a key focus of our leasing teams who are always looking for ways to raise the bar on our many retail offerings."

Amazon 4-star is one of several new tenants to join Crossgates. The new tenants joined an array of national brands and retail concepts including Apple, lululemon, Athleta, Pottery Barn, Williams Sonoma and many others.

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