



## **Goodlife Clothing opens new store in NoLita**

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New York, NY Goodlife Clothing, maker of essentials for men and women, has opened the doors of its new retail store in the NoLita neighborhood.

Boasting a modern design, the 500 s/f space is located at 268 Elizabeth St. It features Goodlife's full assortment, alongside a collection of limited-edition tees, sweatshirts, and exclusive collaborations.

As Goodlife continues to expand beyond their legacy T-shirts, they're elevating their brick-and-mortar experience to inspire customers to explore the brand in a deeper way.

The new NoLita store joins Goodlife's existing four stores: Bleecker St. in New York City; Hudson Yards in New York City; Scottsdale, Arizona; and Chicago, Illinois.

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