



FOR IMMEDIATE RELEASE

December 3, 2010

Contact: Molly Skold
Marketing Director
Molly.Skold@mutualofomaha.com
Cell (402) 598-9676

**The Most Unique Shopping Destination Republic of Couture Celebrates Grand Opening
this Saturday at Midtown Crossing**

Omaha, Neb. – The wait is over. One of the nation’s boldest and most progressive clothing and urban lifestyle retailers is opening their doors this Saturday, December 4th, at Midtown Crossing, Omaha’s boldest and most progressive urban development. Fashion-forward Republic of Couture (ROC) opens an impressive and eclectic 10,000-square-foot store and will celebrate Saturday, with the latest in fashion, live entertainment, refreshments, prizes and giveaways.

Dedicated to creating “a shopping experience unlike any other,” ROC carries a wide range of apparel and accessories for men, women and children and features premium brands, including Calvin Klein, Emporio Armani, Polo Ralph Lauren, True Religion, Diesel, Rock Revival and unique boutique women’s labels such as Hale Bob and Sky, Free People, Religion and many more. The Midtown Crossing location will also sell active wear, accessories, exclusive fashion jewelry, lingerie, sleepwear, designer shoes, sunglasses, cosmetics, perfume, books, candles, art and music. All at amazingly affordable prices.

“ROC is not only a price conscious fashion destination for today’s young and trendy crowd, but also an excellent source of personalized service for a more mature, sophisticated customer,” said Gaston Garcia, the chain’s founder. “Market awareness combined with the controlled quality of stock provides our customers with a sense of individuality in a world where cookie-cutter fashion is hard to avoid.”

An immigrant from Argentina, looking for the American dream, Garcia grew the ROC concept from a single kiosk at a Michigan mall to a national retail chain.

“This is one of Midtown Crossing’s home runs,” said Molly Skold, marketing director for East Campus Realty, LLC, the Mutual of Omaha subsidiary that owns Midtown Crossing. “We’ve been waiting for months for Republic of Couture to open and are thrilled the day has finally arrived. This unique store will surely compliment and enhance the diverse retail mix here at Midtown Crossing.”

Skold adds, “Even though this is a national chain, the Midtown Crossing store is going to be ‘uniquely Omaha’ right down to the local art and accoutrements that will be on display.”

Beyond the extensive inventory and local touches, ROC guests will also find a plush lounge area with comfortable couches, a coffee bar, modern music, video games, movie projector and free WI-FI.

“It’s Omaha’s edgy, affordable, mini-department store for all age groups, but it’s also going to be “a place to be,”” said Skold. “You’ve never seen anything like it!”

Republic of Couture is situated at 31st & Farnam next to Loft 610 with access from Farnam St. and the Turner Park promenade.

Midtown Crossing is urban living redefined, the fastest-selling condominium development in Omaha history and one of ten projects around the world praised for embodying "the synergy of public/private partnerships" (Urban Land Magazine, 2010). Spanning 15.5 acres in the heart of historic midtown Omaha, Midtown Crossing boasts 225,000-square-feet of unsurpassed dining, diversion and retail as well as nearly 500 luxury residences, ample parking and green space.

For more information about Midtown Crossing, including the latest on residential and retail offerings, events and development amenities, please visit our newly-designed web site, www.midtowncrossing.com or contact Molly Skold at (402) 598-9676 or Molly.Skold@mutualofomaha.com.

####