



FOR IMMEDIATE RELEASE

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### **Upscale Retailer Parmida Home Coming to Midtown Crossing**

Omaha, Neb. – Midtown Crossing is proud to announce another exciting addition to its retail roster – Dallas-based Parmida Home, a leading retailer of exquisite items for home living and entertaining.

"We're very excited to be coming to Midtown Crossing. It's a wonderful development," said Siotha Vest, marketing director, Parmida Home.

The Midtown Crossing location, slated to open in late November, will feature all of Parmida Home's signature offerings: Indonesian furniture, distinctive home decor, dinnerware, wine & cheese accessories, and an extensive selection of gifts, home fragrances, coffees and teas.

"We're all about you enjoying your home and the activities you do in and around your home. If you're having a dinner party, for instance, we have tabletop selections -- from formal to casual -- that will make your friends, family and neighbors envious," said Vest. "Your home is your palace, and we want to you to enjoy it and what you're doing in it."

Parmida Home has locations in lifestyle centers throughout the country, including Texas, Colorado, Missouri and Ohio. Vest is confident the Midtown Crossing store is going to flourish.

"We felt the customer base would find our home decor style very appealing, very relaxing," said Vest.

She added, "Locals who live around the property in other locations pop in to get dips and spreads for entertaining, take care of that last minute gourmet need or pick up that birthday or wedding present."

The Midtown Crossing store is expected to, initially, employ between five and ten people, including locally-hired decorators.

"Customers will be able to talk to our decorators about how they can finish that vision they have for their home," said Vest.

Parmida Home will be located at 200 S. 31st Ave. in the Midtown Crossing development.

Midtown Crossing is urban living redefined, the fastest-selling condominium community 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 condominium and apartment units, 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](http://www.midtowncrossing.com) or contact Molly Skold at (402) 598-9676 or [Molly.Skold@mutualofomaha.com](mailto:Molly.Skold@mutualofomaha.com).

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