



FOR IMMEDIATE RELEASE

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### **Midtown Crossing Welcomes Upscale Republic of Couture to Retail Roster**

Omaha, Neb. – One of the nation’s boldest and most progressive clothing and urban lifestyle retailers is coming to Omaha’s boldest and most progressive urban development.

Fashion-forward Republic of Couture (ROC) is scheduled to open an impressive and eclectic 10,000-square-foot store in Midtown Crossing early November, 2010.

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 Hugo Boss, Polo Ralph Lauren, True Religion, MEK, Rock Revival and unique boutique women’s labels such as Hale Bob and Sky. The Midtown Crossing location will also sell active wear, accessories, exclusive fashion jewelry, lingerie, sleepwear, designer shoes, sunglasses, cosmetics, perfume, books, art and music.

“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’re thrilled to welcome Republic of Couture to Omaha and to the increasingly diverse retail mix here at Midtown Crossing. Simply put -- we like their style.”

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 and free WI-FI.

“It’s Omaha’s edgy, mini-department store for all age groups, but it’s also going to be “a place to be,”” said Skold.

Republic of Couture will be situated at 31<sup>st</sup> & Farnam next to Loft 610 with access from Farnam St. and the Turner Park promenade.

Midtown Crossing is urban living redefined, a 15-acre, mixed-use urban development in the heart of Omaha’s historic Midtown neighborhood. Built around an expanded and revitalized Turner Park, the million-square-foot development includes nearly 500 condominium and apartment units as well as more than 220,000 square feet for restaurants, retailers and entertainment venues along with parking for more than 3,000 vehicles.

For more information about Midtown Crossing, including the latest on residential and retail offerings, development amenities and the summer-wide series of grand opening celebrations, 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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