



Intermix is coming to NorthPark Shopping Center, Dallas

New York based specialty retailer Intermix signed a lease in the prestigious NorthPark Center in Dallas and is slated to open its doors in September. The 4000 square foot space will feature Intermix's signature looks – unexpected combinations of established and emerging designers at a range of price points. Intermix boutiques carry an expansive assortment including designer collections, contemporary pieces, luxury handbags, denim, jewelry and footwear.

Thirteen years ago, Intermix opened the doors of its first boutique in New York's Flatiron District. Its founders, brothers Khajak and Haro Keledjian, created an innovative retail concept and opened shops in strategic areas creating a successful, ever-expanding business. Keledjian looks to pioneer locations where the company can create a niche and a unique presence.

Dallas has a strong reputation as a prime shopping destination but smaller boutiques have historically been overshadowed by larger department stores. Intermix's unique philosophy allows the company to complement the collections featured by neighboring Neiman Marcus and provide customers with a boutique shopping experience. "Texas women are incredibly fashion-forward and take shopping very seriously," says Khajak. "The success of personal shopping within the larger department stores has reinforced my intuition that Intermix will be a hit. The Intermix sales team acts as stylists, creating full looks that suit our clients' lifestyles, while helping them to further develop and explore their own personal style. After seeing the strong reaction to Intermix's most recent ventures into upscale shopping centers such as Bal Harbour Shops, Phipps Plaza and the Americana Manhasset, Intermix is excited to be a part of NorthPark Center."

"The addition of an Intermix store to NorthPark Center will further enhance the stature of NorthPark Center as the premier fashion destination in the Dallas/Ft. Worth Metroplex," said David J. Haemisegger, President, NorthPark Management Company. "Intermix is one of the unique fashion retailers in existence today." Mr. Haemisegger continued, "Our goal in the redevelopment of NorthPark Center has been to offer to our patrons a collection of retailers available in only a few locations in the United States. The addition of an Intermix store truly exemplifies this philosophy in every way."

Anchored by Neiman Marcus, Intermix's newest outpost will be its fourteenth store to date. Designed by L.E.F.T, a New York City-based Architectural firm, the NorthPark boutique design develops on the idea of integrating curved lines and feminine shapes into the layout. Like all Intermix boutiques, the design concept will be forward thinking, reinterpreting standard fixtures to invite the excitement of the fashion world into the retail setting.

With the opening of its first Atlanta boutique, a shop in Georgetown, Washington, D.C., a new boutique in Manhasset, a store in Southampton, five prime locations in New York City, a shop located on Boston's upscale Newbury Street, a boutique in the prestigious Bal Harbour Shops and another in the trendy South Beach area of Miami, Intermix looks to continually inspire fashion forward women in major markets throughout the United States and internationally. In addition in 2006, Intermix will be opening a boutique in Boca Raton and one in Las Vegas.

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