

Arcadia

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FOR IMMEDIATE RELEASE

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ARCADIA BOUTIQUE OPENS 2ND LOCATION: ARCADIA RITTENHOUSE

ARCADIA, Northern Liberties' beloved destination for high-end, independent and eco-chic fashion has opened a second boutique in center city at 265 South 20th Street near Rittenhouse Square. ARCADIA RITTENHOUSE will serve as a sophisticated counterpart to the hip Nolibs shop, offering 2 floors of sustainable fashion, accessories, home accents, and gift items. The new shop will feature many of the same designers such as Feral Childe, Stewart+Brown, Kelly Lane, Swedish Hasbeens, and Prairie Underground that ARCADIA shoppers have come to love, with some great new additions exclusive to the Rittenhouse location including, Frock! by Tracy Reese, Rodebjer, Jane Oh, and Iosselliani. ARCADIA RITTENHOUSE will also offer a larger assortment of shoes, home décor, and gift items.

ARCADIA owner Ali McCloud, is thrilled to be part of the Rittenhouse neighborhood and to open in a historical building at the corner of 20th and Manning that has a long history of serving Philadelphia's fashionistas. The launch of ARCADIA RITTENHOUSE has opened up space in the Northern Liberties shop for an expanded collection of vintage apparel and accessories and the addition of a new men's section offering casual men's clothing from designers including, Original Penguin, Alternative Apparel, and French Connection. ART@ARCADIA's gallery wall will remain in Northern Liberties and ARCADIA NOLIBS will continue to host regular art exhibitions.

Join the ARCADIA team on Friday, November 19 from 5 – 9pm for the Arcadia Rittenhouse Grand Opening Reception. Visit ARCADIA RITTENHOUSE for Philadelphia's best selection of sustainable women's clothing, denim, shoes, accessories, home accents, and gifts. Visit ARCADIA NOLIBS for men's and women's clothing, accessories, denim, vintage, and gift items.

ABOUT ARCADIA

Independently owned and operated by local entrepreneur Ali McCloud, ARCADIA is a sustainable fashion and lifestyle brand offering women's and men's clothing, accessories, denim, home accents, gift

items, and a great selection of vintage. ARCADIA features a unique assortment of emerging, established, and socially responsible designers from around the world, who prove that eco-fashion is fabulous. A lifestyle destination for independent fashion and art, ARCADIA has a gallery wall in Northern Liberties that offers affordable, original artwork for sale by local and national artists. Boutique owner, Ali McCloud, offers a welcoming, eclectic haven for the individual who loves fashion, art, and craft but also hopes to minimize their impact on the environment and support emerging design talent. In addition to offering a distinctive selection of new fashion brands, ARCADIA features the best sustainable fashion brands so customers can embrace green lifestyle alternatives without sacrificing style.

Visit ARCADIA's two Philadelphia retail locations in Rittenhouse Square and Northern Liberties or shop online at www.arcadiaboutique.com.

ARCADIA RITTENHOUSE is located at 265 S. 20th Street and ARCADIA NOLIBS is located at 819 N. 2nd Street both in Philadelphia. For more information, business hours, or to shop online visit www.arcadiaboutique.com.