

## **North American Properties Executes Four New Leases at Birkdale Village in Huntersville**

*Apricot Lane, Brown Bag Seafood Co., Girl Supply and Lovesac to open in early 2022*

**CHARLOTTE, N.C.** (Dec. 16, 2021) – As North American Properties (NAP) prepares to break ground on its redevelopment of Birkdale Village in Huntersville, the company’s leasing team is continuing to elevate the mixed-use destination’s retail mix with the addition of Apricot Lane, Brown Bag Seafood Co., Girl Supply and Lovesac, each of which will open in early 2022.

“Through our merchandising revamp, we aim to transform Birkdale Village into a one-stop shop, offering visitors access to the best in dining, fashion, home goods, self-care and everything in between, all in one connected location,” said Adam Schwegman, partner and senior vice president of leasing at NAP. “It’s an exciting time in the retail industry. We’re feeling very optimistic headed into the new year and can’t wait to welcome these new brands to The Village.”

NAP enlisted a top leasing team to help curate a best-in-class retail experience at Birkdale Village. The company’s vision is to bring more experiential retailers to the center, keeping smaller-format retail stores, chef-driven restaurants and pop-up shops top of mind. This year the team has already executed leases with Buttermilk Sky Pie Shop, prestige omni-retailer Sephora, Kendra Scott and Green Brothers Juice Co., which is slated to open next spring. More information about the newly announced concepts is below.

**Apricot Lane** – The number one women’s fashion franchise will open at The Village next February, marking the third location in the state. The specialty boutique offers women's apparel, jewelry, handbags, accessories and gifts in the styles and trends customers enjoy. Apricot Lane at Birkdale Village will be owned and operated by local Huntersville residents Georgina and Leah Susswell, a mother-daughter duo with backgrounds in financial services and retail.

**Brown Bag Seafood Co.** – Established in Chicago in 2014 by restaurateur Donna Lee, the concept serves healthy, affordable and responsibly sourced seafood in a fast-casual setting. The premium counter-service eatery offers a “design your own” ordering process featuring a wide variety of seafood, such as grilled salmon, shrimp or its rotating daily catch, as well as chicken, vegetarian and vegan options along with an array of house made sides, slaws, veggies and sauces. Lee expanded Brown Bag outside metro Chicago in 2020 with the opening of her first Georgia-based location at NAP owned-and-managed Colony Square in Midtown Atlanta. Next year Lee will open at least three new Brown Bag locations in the greater Charlotte area.

**Girl Supply** – From the founders of Girl Tribe Co. and Girl Tribe Pop-Up, Girl Supply is the next step in the vision of co-founders Sarah Baucom and Carrie Barker to create yet another innovative retail environment that supports and features women-owned businesses exclusively. Baucom and Barker plan to open the doors of Girl Supply at Birkdale Village in February 2022.

**Lovesac** – This technology-driven company designs, manufactures, and sells unique, high-quality furniture that’s guaranteed for life. It offers modular couches called Sactionals, premium foam beanbag chairs called Sacs, and associated home décor accessories, including its latest innovation in home audio, Sactionals StealthTech Sound + Charge. Upon opening next spring, the Lovesac touchpoint at Birkdale Village will be the third location in the state. It is also the third in NAP’s portfolio.

Additionally, Birkdale institution eeZ Fusion & Sushi is preparing for an expansion and complete renovation. “As a longtime tenant, we are excited to grow and be a part of Birkdale Village’s redevelopment plans. We look forward to watching the property and our business evolve in the new year,” said a spokesperson from eeZ Fusion & Sushi.

In October, NAP gained unanimous approval by the Huntersville Town Commission to move forward on its redevelopment of Birkdale Village, designed to enhance walkability and connectivity across the property. The company plans to break ground on the project in winter 2022, with construction slated for completion by the summer.

For more information and the latest property updates, visit Birkdale Village’s [website](#), [Facebook](#), [Instagram](#), or [Twitter](#).

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### **About Birkdale Village**

Birkdale Village is more than just a place to visit, it’s a place to belong. As a third place between the confines of work and the comforts of home, The Village is where people come to spend quality time in good company. Featuring over 60 local, regional and national retailers and restaurants, a movie theater, 320 luxury apartments and 50,000 square feet of modern offices, the 52-acre mixed-use destination is the maker of moments for the community of Huntersville, North Carolina. Here, Willow Oak-lined streets and lively greenspaces play host to more than 100 events per year, cultivating a neighborly energy where connections begin and thrive. Birkdale Village is a true gathering place for making memories, celebrating moments and bringing people together. For more information, visit [birkdalevillage.com](http://birkdalevillage.com).

## **About North American Properties**

Founded in 1954, North American Properties is a privately held, multi-regional real estate operating and development company that has acquired, developed and managed more than \$7 billion of mixed-use, retail, multifamily and office properties across the United States. Rooted in its purpose-driven approach to development, North American Properties is creating great places that connect people to each other; cities to their souls; partners to opportunities; and individuals to experiences that move them. Headquartered in Cincinnati, with offices in Atlanta, Dallas and Fort Myers, Florida, the company has developed 22 million square feet of commercial space and 19,000 residential units in 15 states and 67 cities. In the past three years, North American Properties has launched 36 projects totaling \$2.2 billion in total capitalization. In metro Atlanta, North American Properties led the turnaround of Atlantic Station and the ground up development of Avalon. Currently, the company's mixed-use portfolio includes Avalon in Alpharetta, Georgia; Avenue East Cobb in Marietta, Georgia; Birkdale Village in Huntersville, North Carolina; Colony Square in Midtown Atlanta; Newport on the Levee in Newport, Kentucky; and Riverton in the New York metro area. For more information, visit [naproperties.com](http://naproperties.com).