



## North American Properties Inks Two New Deals at Mixed-Use Destination Birkdale Village

*Everything But Water and Rowan to join retail lineup at Huntersville hotspot*

**Huntersville, N.C.** (March 14, 2024) – North American Properties (NAP) and Nuveen Real Estate announced today that women’s resortwear brand Everything But Water and ear-piercing studio Rowan have signed leases at Birkdale Village in Huntersville. Both retailers are slated to open this fall.

“Birkdale Village marks the second location for each of these brands within our portfolio, and we’re thrilled to continue expanding our partnership with them,” said Molly Morgan, leasing consultant for NAP. “Whether guests are shopping for an upcoming getaway or ready to experience a milestone moment, in-store memories are sure to be made.”

**Everything But Water** – Known for its of-the-moment swimwear, resortwear, and accessories, Everything But Water offers a luxurious, year-round shopping experience with savvy sales associates trained to provide expert style and fit advice. The brand’s curated assortment includes bikinis, one pieces, sundresses, cover-ups, hats, jewelry, sandals, and more. The 1,300-square-foot space, situated next to Monkee’s of Lake Norman, marks the retailer’s second North Carolina location.

**Rowan** – Mom-founded and women-led, premier piercing and high-quality jewelry brand Rowan will open its fifth North Carolina location in a 1,240-square-foot space between Everything But Water and Starbucks. Rowan employs licensed nurses to provide safe and celebratory ear-piercings for people of all ages in a trendy environment. It also exclusively offers hypoallergenic and nickel-free earrings for purchase. Fusing precision, style, and unparalleled customer care, Rowan aims to redefine the ear-piercing experience for every guest.

These businesses join Apple (open), Arhaus (coming summer 2024), bartaco (open), Evereve (open), Fin & Fino (open), Foxcroft Wine Co. (coming spring 2024), and Suffolk Punch Brewing (coming summer 2024) as the latest additions to Birkdale Village’s diverse tenant collection, curated by NAP. Starbucks, a mainstay along the Parkway for over 20 years, also recently completed a renovation to modernize its space and streamline service.

Since taking on leasing duties in November 2020, NAP has signed 41 deals with new and existing tenants alike.

To stay up to date on the latest happenings, follow Birkdale Village on [Facebook](#), [Twitter](#), or [Instagram](#) or visit [birkdalevillage.com](http://birkdalevillage.com).





### **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).

