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**PALISADES CENTER ANNOUNCES OPENING OF NEW OFFL/NE™ BY AERIE STORE**

**WEST NYACK, N.Y. (September 2021):** Palisades Center has announced the fall 2021 opening of an OFFL/NE™ by Aerie store. The sub-brand of activewear and accessories launched in July 2020 and is built for movement, comfort, and REAL life. The brand is the evolution and expansion of Aerie’s popular leggings collection. OFFLINE by Aerie offers an unparalleled assortment of soft, cozy, and comfortable activewear, including an assortment of leggings, bike shorts, tops, sports bras, fleece, bottoms, and accessories.

The new 3,130 sq. ft. OFFLINE location will be located on Level One next to Aerie and features elements of movement and fun to enjoy while you shop, including a ping pong table, ballet bar and a disco ball. Store marketing is highlighted by video boards featuring brand anthem videos and other surprises.

“OFFLINE by Aerie is a staple in athleisure clothing,” said **Darrin Houseman, General Manager of Palisades Center**. “OFFLINE will deliver another great option for on-trend activewear and accessories that our guests love. We look forward to their opening this fall.”

The approved media photo can be found [here](#).

To learn more about OFFLINE by Aerie, visit [www.Aerie.com](http://www.Aerie.com). To learn more about Palisades Center visit [www.PalisadesCenter.com](http://www.PalisadesCenter.com).

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### **Aerie**

Aerie® is a lifestyle brand that offers the comfiest intimates, apparel, swim, and accessories made to wear in and out. Aerie's sub-brand, OFFLINE by Aerie, offers activewear made for REAL life movement. #AerieREAL inspires all people to love their real selves and celebrates its community by advocating for power, positivity, and no retouching. Let the Real You Shine™. Visit [www.Aerie.com](http://www.Aerie.com) to learn more.

### **American Eagle Outfitters, Inc.**

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle® and Aerie® brands. Our purpose is to show the world that there's REAL power in the optimism of youth. The company operates stores in the United States, Canada, Mexico, and Hong Kong, and ships to 81 countries worldwide through its websites. American Eagle and Aerie merchandise also is available at more than 200 international locations operated by licensees in 25 countries. For more information, please visit [www.aeo-inc.com](http://www.aeo-inc.com).

### **About Palisades Center**

Palisades Center is a four-level shopping center offering 225 brands, 16 sit-down restaurants, a bowling alley, ice rink, the world's tallest indoor ropes course, comedy club, and more. With its unique and diverse merchant mix, Palisades Center is the go-to place for local shoppers and tourists alike. To learn more, visit [www.palisadescenter.com](http://www.palisadescenter.com), [www.facebook.com/palisadescenter](https://www.facebook.com/palisadescenter), [www.twitter.com/palisadescntr](https://www.twitter.com/palisadescntr), or [www.instagram.com/palisadescntr](https://www.instagram.com/palisadescntr).

### **About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Palisades Center, is one of the largest, most innovative, privately-held real estate developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of dynamic shopping, dining and entertainment destinations and expanding hospitality presence dominate the northeast with 16 properties located throughout New York and Massachusetts. For nearly 50 years, Pyramid has built its reputation on being first, fast, ahead of the curve and always what's next, leading the industry in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).