

The logo for EILEEN FISHER, consisting of the words "EILEEN" and "FISHER" stacked vertically in a white, sans-serif font, centered within a solid black square.

EILEEN FISHER, Inc. to Open First Concept Store in Brooklyn in August 2018

August 27th, 2018 (New York, NY) – EILEEN FISHER, Inc. to unveil its first experiential store entitled *Making Space* in Brooklyn, NY. The store, located in Boerum Hill, will carry mainline product, exclusive samples from EILEEN FISHER’s design studio, and pieces from the company’s take back program, Renew.

This innovative concept store, set to expand to other locations, will introduce an entirely new retail concept for *the* 34-year-old brand. It will be the first time the full lifecycle of EILEEN FISHER product is housed in one retail location. The 4,929 square-foot space, an old carriage house, still holds its original essence. Many vintage elements are still intact, topped off with furniture and fixtures made from businesses all based in the Northeast. The store will not only be used for retail purposes, but for other new and exciting opportunities as well. In a company first, EF will invite Artists in Residence to the store, so that customers can view authentic creation processes. Each month, different local artists will cycle through the space, making it integral to the surrounding community. There will be public workshops in mending, sewing and washing of garments. Events such as Mindful Monday, Friday Night Wine, guest lectures and panels will invite people to use the space for not just shopping, but for community engagement.

Founder Eileen Fisher commented, “We are a company built on a sense of community – from our employees to our supply chains. In this new store environment, we combine that essential quality of community with our work in design innovation to deliver a unique in-store experience. This is not a radical reinvention of EILEEN FISHER, but simply the fullest expression of who we are: A space for experimentation and creation. For making and remaking. For finding inspiration. Because in creating this space, we’re making space for something new.”

Director of Stores Avery Casper Filbin added, “We were drawn to Brooklyn, and specifically Bergen Street, because it is a neighborhood unto itself. The residents in the neighborhood are committed to supporting each other. The opening of this concept store comes at a point in our company’s lifecycle where we feel ready to experiment and enhance what we already have. In an industry that is experiencing so much disruption, this new concept once again proves that through innovation, we will learn how best to grow our company to be healthy for the long run.”

Confirmed artists in residence include:

- B Side, Brooklyn Clothing Company

- Brandi Harper, Knitwear Designer
- Cara Marie Piazza, Textile Designer
- Caroline Z Hurley, Textile Designer & Painter
- Correll Correll, Clothing Designers
- Emily Bode, Clothing Designer
- Emily Ridings, Sustainable Clothing Designer
- Lilah Horwitz, Sustainable Fashion Designer
- Maggie Dimmick, Textile Artist
- Mandy Kordal, Clothing & Knitwear Designer
- Noor Zakka, Upcycle Fashion Designer
- Rose Perlman, Artist & Art Teacher
- Sarah Finkle, Fiber Artist

Confirmed third party vendors include:

- Caroline Z Hurley Studio
- Kim Markel
- NY Heartwoods
- Paula Rubenstein
- Timberlake

WHAT: EILEEN FISHER Opens new Brooklyn Store – MAKING SPACE

WHEN: August 22nd, 2018

WHERE: 47 Bergen Street, Brooklyn, NY, 11201

About EILEEN FISHER:

EILEEN FISHER has been creating simple, timeless clothes for over 30 years. The collection consists of pure shapes in beautiful materials designed to work together effortlessly. As a socially conscious company, EILEEN FISHER is a pioneer in sustainable fashion and working to empower women and girls. Our clothes are sold at over 65 EILEEN FISHER retail stores, and 1,000 department and specialty stores internationally, as well as two RENEW stores, which feature gently worn and remade designs from our take-back program. EILEEN FISHER is the one of the largest women's fashion company to be a certified B Corporation, which means we voluntarily meet high criterion for social and environmental performance, accountability and transparency.

For more information, visit eileenfisher.com, or follow us on social media @eileenfisherny.