

GREATER SAINT JOHN

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Two more stores for East Point

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TELEGRAPH-JOURNAL(Excerpts)

SAINT JOHN - An Atlantic fashion retailer is celebrating its second Saint John location.

Fashion retailer Pseudio opened at East Point Shopping last week. It is one of 24 Pseudio stores located in Atlantic Canada.

Pseudio opened at East Point Shopping centre late last week. A Pseudio store was originally located in McAllister Place but relocated to Brunswick Square a number of years ago. The East Point store joins the Brunswick Square location.

"They're one that we were very interested in bringing to the site. We've been working with them for a number of months to attract them to come to East Point," John Wheatley, said business development manager with East Point.

Tweed and Hickory, a men's and ladies' apparel store, is another new addition to East Point. The retailer, which originated in Nova Scotia and has loca-

tions across the Maritimes and Ontario, also sells kitchenware, home accessories and gourmet food.

The store is expected to open in early September.

"It really fits in with the atmosphere we're trying to create at East Point" Wheatley said. "They're both primarily clothing with some lifestyle components."

Both stores are fitting into existing space. Tweed and Hickory will be taking unoccupied space beside Le Chateau and Pseudio fits into the former Randy location. It is one of 24 Pseudio stores in Atlantic Canada.

Wheatley said the shopping centre is interested in attracting premium stores with recognized brands.

"I think what these two stores do is just continue the momentum of the expansion of East Point..." he said.

Wheatley is excited for customers to experience the new businesses. "It's an exciting time for us and we're glad to see the new stores opening," he said. "We hope they're going to be very successful."



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