

TYSONS GALLERIA

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ANNE FONTAINE TO OPEN NEWEST CONCEPT STORE THIS JULY AT TYSONS GALLERIA

New York, NY (May 2010) - Anne Fontaine will open the doors of its newest concept store this July at Tysons Galleria, the Washington, DC region's premiere luxury shopping destination. The new 1,380 square foot shop is designed by world-renowned architect Andree Putman, and will offer clients a unique shopping experience while allowing them to share Anne's vision of her brand.

The new store will welcome clients with shades of white mixed in with natural & noble materials which dominate the store's design. It will have plenty of distinctive features, which create an exclusive environment boasting warmth and luxury. The combination of natural materials and textures embody the essence of Anne's love of modernity and nature. "The concept behind the shop is simple; to experience a little bit of the French lifestyle" says designer Anne Fontaine.

"I am so happy to be opening in the DC area as Washington is blooming with energy; its political & international presence is like no other. We are thrilled with the location and eager to introduce the brand to one of the country's most important markets. With Tyson's Galleria being a name that is synonymous with luxury fashion in the DC/Northern, Virginia market, it seemed like a natural fit" says Fontaine who has plans to further expand in Asia this year bringing her total to 73 privately owned shops.

The Tyson's Galleria store will also unveil an exclusive, new furniture design concept in the US which highlights the designers hand bag and accessory collection. Square accessory islands appear to float around the space showcasing everything from belts to cufflinks and jewellery while contemporary wall fixtures and displays encourage customers to discover the product. As you walk through the store you realize it represents the brand in its true form. "We have worked for months on this new concept to better express the growth of our lifestyle brand. I believe this new concept will be instrumental in the overall evolution of our shops" says Fontaine.

Another focal point is the collar gallery, which is inspired by Andre Putman's design for Anne Fontaine's New York flagship. The collar gallery concept was originally created to showcase a collection of collars from different shirt designs and one of kind pieces. Tyson's Galleria will be the first to receive the full collection of collars and will offer the complete Anne Fontaine prêt-a-porter, accessory, and home fragrance collections.

About Anne Fontaine

Anne Fontaine designed her first collection in 1993. What began as a collection of white shirts has grown into a lifestyle brand, offering a full collection of tops, outerwear, knits, accessories, handbags, a home fragrance collection and now an exclusive cosmetic skin care line. Anne Fontaine opened her first store in the Rive Gauche section of Paris in 1994. Since then, she has expanded to over 68 boutiques worldwide, including flagships in Paris, Tokyo, & NYC, as well as the introduction of a retail/spa concept in their Paris Flagship in 2007. Please visit www.annefontaine.com

About Tysons Galleria

Tysons Galleria is a world class destination for luxury shopping and fine dining in the Washington, DC metropolitan area. Home to more than 120 of the area's most fashionable retailers, six upscale restaurants and the Ritz-Carlton, Tysons Galleria strives to create extraordinary experiences for its guests. For more information about the Galleria, visit www.tysonsgalleria.com

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