



TORY BURCH

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FOR IMMEDIATE RELEASE

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TORY BURCH TO OPEN BOUTIQUE AT TYSONS GALLERIA

NEW YORK—April 13, 2011—Tory Burch announces the opening of the company's 51st boutique in McLean, Virginia at Tysons Galleria. The 2600-square-foot boutique is the company's first in the Washington, DC Metropolitan area and is scheduled to open in May 2011. The entire Tory Burch collection will be available, including ready-to-wear, shoes, handbags, eyewear, jewelry and small leather goods.

The décor of the Tysons boutique is inspired by CEO Tory Burch's lifestyle concept. It reflects the iconic style of Tory's first boutique on Elizabeth Street in New York City, starting with her signature orange lacquer doors. The boutique features classic brand elements such as brass nesting tables, mirrored walls and moss green floors. There are various prints throughout the space—plum ikat curtains, snow leopard chairs, coconut striped flooring and a newly-designed link-print area rug.

Tory is greatly influenced by the unique personal style of her parents Buddy and Reva. She is also inspired by art, music, culture and travel, which is all reflected in the collection. Graphic prints, bold colors and unique detailing are all signatures of the brand. Celebrity fans include Blake Lively, Cameron Diaz, Oprah Winfrey, Jennifer Lopez, Uma Thurman and Hilary Swank.

Born in Valley Forge, PA, Tory graduated from The University of Pennsylvania with a degree in art history and moved to New York to pursue a career in the fashion industry. She has worked for some of America's greatest designers, including Ralph Lauren, Vera Wang and Narciso Rodriguez at Loewe. Tory currently resides in New York City with her three sons.

Tory Burch has received several awards from the fashion industry, including the 2008 CFDA for Accessory Designer of the Year; 2007 Accessory Brand Launch of the Year from Accessories Council of Excellence; 2005 Rising Star award from Fashion Group International. Tory was named one of Forbes' Most Powerful Women in the World in 2010. Blake Lively, Cameron Diaz, Oprah Winfrey, Jennifer Lopez, Uma Thurman and Hilary Swank all wear the Tory Burch collection.

In June 2009, Tory launched The Tory Burch Foundation to empower women entrepreneurs through microfinance and mentoring. With one of its partners ACCION USA, the foundation helps women start, sustain and grow their own businesses, in turn supporting their families, revitalizing local economies and helping their communities. For more information, please visit www.toryburchfoundation.org.

Tory Burch is carried at 49 freestanding Tory Burch stores across the U.S., Europe and Asia, www.toryburch.com and over 500 select department and specialty stores worldwide.

Tyson's Galleria is a world-class destination for luxury shopping and dining in the Washington, DC Metropolitan area. Home to more than 90 of the area's most fashionable retailers, nine restaurants and a Ritz-Carlton, Tysons Galleria presents an extraordinary experience for its guests. For more information about the Galleria, visit www.tysonsgalleria.com

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