

The Point in El Segundo Almost Fully Leased with New Shops & Restaurants, Just in Time for its Grand Opening in Late July

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Federal Realty is excited to announce its newest list of occupying tenants, and assures the South Bay that there is still much more in store for The Point

Retailers are vying for space at [The Point](#), the South Bay's newest shopping, dining and lifestyle destination, Federal Realty Investment Trust announced, the developers of The Point. The Point is located conveniently at the crossroads of Rosecrans Avenue and Sepulveda Boulevard in El Segundo. The Point, is designed to become the South Bay's "Living Room" and will house a unique blend of in-demand retailers,

popular eateries, an exclusive fitness studio and an expansive plaza.

Much like The Point, retail concept [Planet Blue](#) encompasses the Californian way of life. From its humble beginning as the first local boutique of its kind in Malibu in 1995, Planet Blue's vision pays tribute to its earthy roots channeling a bohemian vibe. With only 6 stores open worldwide, Planet Blue represents a lifestyle that is unique, in high demand and coming soon to The Point.

Looking for a more modern look? From Sarah Jessica Parker to Olivia Wilde, [Michael Stars](#) stands true to its name as it dresses some of today's most renowned stars in fashion and film. What started as a brand devoted to creating the 'perfect tee' has evolved into a luxury line of closet essentials that embody the modern California lifestyle for both men and women. Since its official launch in 1986, Michael Stars has broadened its horizons from tees, to a full range of apparel featuring the flowy Pima cottons that emulate today's vision of LA fashion.

With only two other locations in California, The Point is happy to welcome [Lou & Grey](#), a women's clothing label for 'down to earth' women. Lou & Grey is the free-spirited sibling of Ann Taylor Loft, launching a line where women no longer have to choose between style and comfort, work or casual wear. Lou & Grey is designed for the woman who is a beautiful mix of contradictions that has taken lifestyle fashion by storm.

Ever had to sacrifice comfort for fashion? [Marmi](#) brings customers the best of both worlds. Whether customers are looking for a women's shoe size four or thirteen, Marmi has them covered. Its mission since opening in 1986 has been to provide women with quality footwear that not only looks great but also feels great. With its wide variety of sizes and widths, Marmi provides a shoe that fits every individual and every lifestyle!

Since 1993, [prAna](#) has been creating 'clothing with a conscience', offering purposeful and stylish apparel for fun-loving, soulful people who travel well, play hard, and care about the impact they have on the world around them. As the first major apparel company in North America to offer Fair Trade certified products and accessories, prAna has always understood the importance of community, which can be seen and felt in each of its distinctive retail spaces. These welcoming hubs offer free weekly yoga classes, a variety of clinics and feature local artwork. The prAna store at The Point will follow suit and showcase the brand's latest collections—including lifestyle, active, swimwear, and more—as well as highlight their use of sustainable materials like organic cotton, natural fibers, and recycled fabrics. The Point is excited and proud to welcome prAna.

Six:02 is a whole new fitness retail experience that goes beyond just shopping. SIX:02 is about offering today's active women choices, advice, and inspiration. It's about a feeling of community and connection, where “you” come first. Be prepared to always come first at The Point as we welcome Six:02, THE destination for fit performance and style.

Federal Realty is also excited to announce **Peet's Coffee & Tea** to The Point roster. Peet's is committed to crafting the highest quality and freshest coffee as set forth by founder Alfred Peet since he opened the first store in Berkeley, CA in 1966. Peet's sources the world's best beans, roasts in small batches, and their highly trained baristas hand craft all beverages to make the perfect cup.

Hopdoddy Burger Bar, The Point's newest restaurant addition, plays tribute to one of America's favorite pairings offering guests handcrafted beer and fresh burgers using all-natural and mindfully sourced ingredients. The restaurant commits daily to grinding hormone and antibiotic free Black Angus beef, lamb, bison, sushi-grade tuna, turkey, and more! Hopdoddy bakes buns from scratch all day, infuses liquors, hand-squeezes juices and slices their very own Kennebec fries. Hopdoddy is eager to share its philosophy of peace, love and burgers with The Point!

Simmzy's kid brother, a.k.a. "**Craft Shack**" is moving into the neighborhood. The Simms Restaurant Group is excited to announce the launch of Craft Shack, the fast casual sibling to Simmzy's. With the launch of Craft Shack, the Simmzy's family is making it easier to get Simmzy's inspired pub grub and grog on the go. Look for the shack to open in the Fall of this year.

“The Point's Grand Opening is quickly approaching, and we are confident that our retail roster is just what the South Bay both wants and needs,” says Jeff Kreshek, Vice President of Federal Realty West Coast Leasing. Jeff emphasizes, “The Point is continuing to grow into the South Bay's “living room”, THE place to eat, meet and greet. Our merchant mix is exciting and fresh and we are ready to make an impact with our last available spaces. ”

In early November, Federal Realty announced its first round of merchants to claim space at The Point. Those merchants include Athleta, Lucky Brand, No Rest for Bridget, SoulCycle, Mendocino Farms, Superba Food & Bread, True Food Kitchen, North Italia, and ShopHouse. “With the addition of this next wave of leading merchants, there is limited space available in what's to become the South Bay's most desirable shopping, dining and entertaining experience,” says Jeff Kreshek.

The Point is kicking off its Grand Opening starting July 30, 2015 and through the weekend, where the public will be invited to experience the first round of restaurants and shops to open, with more to come throughout 2015.

<http://www.virtual-strategy.com/2015/05/19/point-el-segundo-almost-fully-leased-new-shops-restaurants-just-time-its-grand-opening-la?page=0,0#axzz3abOQV1V0>