



For more information, contact:

Britni Johnson
The Wilbert Group
912-580-7241 (M)

bjohnson@thewilbertgroup.com

Marine Layer to Open at Avalon on Nov. 3

San Francisco-based retailer opens second brick and mortar store in Georgia

ATLANTA (Oct. 10, 2018) – North American Properties (NAP) today announced Marine Layer, a West Coast-based-retailer known for its absurdly soft tees, will open its second Georgia location on Nov. 3 at Avalon, the award-winning 86-acre mixed-use destination in Alpharetta.

“Avalon has become a global example for next gen mixed-use development, and retailers are eager to open within the community,” said David Weinert, partner and senior vice president of leasing at NAP. “Avalon’s merchandise mix is a rotating collection of best-in-class concepts – an experiential playground for forward-thinking retailers like Marine Layer to showcase their latest and greatest concepts.”

The genesis of the Marine Layer story started in 2009 with a vision to create a ridiculously soft shirt that would feel like an old favorite from day one. The retailer’s signature fabric is made from a blend of Supima Cotton and MicroModal, which is made from recycled beechwood, making the tees sustainable, eco-friendly and incredibly soft. After perfecting the custom fabric, the founders, Mike Natenshon and Adam Lynch, bought a ’69 VW bus to transport the shirts and grow the business.

“The idea for Marine Layer originated when my girlfriend threw away my favorite shirt; since then, we’ve created a perfectly broken-in tee that instantly gives a nostalgic feeling of comfort and familiarity,” said CEO Mike Natenshon. “Our first store on Chestnut Street in San Francisco began as a temporary pop-up but quickly became permanent when we realized how essential the brick-and-mortar experience would be to our brand. We’re all about creating genuine, personal relationships with our customers. And with such a fabric-focused product, it only made sense to have a physical space for customers to come in and feel our shirts first hand. Our Chestnut Street storefront is still open today, and we can’t wait to grow our community with our newest store at Avalon.”



Marine Layer’s opening at Avalon represents its 38th store and comes as part of its expansion strategy to open in vibrant destinations around the country that allow customers to naturally discover the brand. The retailer will open in one of Avalon’s “jewel boxes” near Café Intermezzo. Marine Layer’s other Georgia store is located at Ponce City Market.

“I see more new retail concepts today than I have in 30 years,” added Weinert. “While some in our industry see e-commerce as a threat to brick and mortar retail, we see it as an incredible opportunity for entrepreneurial brands like Marine Layer to come to life in communities like Avalon. We are deploying this same retail leasing approach to our \$3.8 billion mixed-use pipeline, which includes Colony Square in Midtown, Revel in Gwinnett and Riverton in New Jersey.”

For more information about Avalon, visit its [website](#), [Facebook page](#), [Instagram](#) or [Twitter profile](#). For more information about Marine Layer, visit marinelayer.com.

###

About Avalon

Avalon is a new experience in the timeless art of living well. In the heart of Alpharetta, an affluent suburb north of Atlanta, this sustainably designed, 86-acre community features more than 500,000 square feet of retail, a 12-screen all premium theater, conference center and full-service hotel, Class A office, single-family residences and luxury rental homes. Avalon infuses resort-level hospitality throughout a walkable, seamlessly connected community of shopping, dining, entertainment, living and working. It’s more than just another place to go, it’s a place to be — a hub of activity that delivers the luxury of the modern South. At 2.4 million square feet and more than \$1 billion, Avalon has disrupted the industry, defining a new standard for retail-driven mixed-use development.

About North American Properties

Founded in 1954, North American Properties is a privately held, multi-regional real estate operating and development company that has acquired, developed and managed more than \$7 billion of mixed-use, retail, multifamily and office properties across the United States. Rooted in its purpose-driven approach to development, North American Properties is creating great places that connect people to each other; cities to their souls; partners to opportunities; and individuals to experiences that move them. Headquartered in Cincinnati, with offices in Atlanta, Dallas and Fort Myers, Florida, the company has developed 22 million square feet of commercial space and 19,000 residential units in 15 states and 67 cities. In the past three years, North American Properties has launched 36 projects totaling \$2.2 billion in total capitalization. In metro Atlanta, North American Properties led the turnaround of Atlantic Station and the ground up development of Avalon. Currently, the team's \$3.8 billion retail-driven mixed-use development pipeline includes: Colony Square in Midtown Atlanta, Revel in Gwinnett County, Georgia and Riverton in the New York metro area.