

ELIZABETH AND JAMES

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ELIZABETH AND JAMES OPENS LOS ANGELES FLAGSHIP AT THE GROVE

Contemporary lifestyle brand, founded by designers Ashley Olsen and Mary-Kate Olsen, opens first retail store

LOS ANGELES, CA (July 22, 2016) – Elizabeth and James announces the opening of its first brick-and-mortar store in Los Angeles, California. Located at The Grove, an award-winning retail, dining and lifestyle destination, the 1,200 square foot space is dedicated to the brand's Ready-to-Wear, Accessories and Fragrance Collections; along with a selection of vintage and specialty décor items curated by designers and founders Ashley Olsen and Mary-Kate Olsen.

"Mary-Kate and I have always viewed Elizabeth and James as a lifestyle brand and are excited to finally share our vision for the 'world of Elizabeth and James,'" says Ashley Olsen.

"Storytelling is important to us and was the foundation for our design vision. We curated the space to create a welcoming environment for our customer," says Mary-Kate Olsen.

Leaning on the past while offering a fresh perspective, Elizabeth and James celebrates new nostalgia and brings the concept of a curated space into the contemporary market. Ashley and Mary-Kate collaborated with architect David Montalba, of Montalba Architects, to execute their design vision. A bright, open interior features white brick walls and wooden floors. Custom-built pale wood and brushed stainless steel fixtures sit alongside vintage-sourced furniture for an eclectic, lived-in feel. Handbags, jewelry and eyewear are displayed on wool felt-lined shelves, marble slabs and leather wrapped trays. Found objects and accessories hand-selected by the designers such as handmade pottery, books and pins are incorporated alongside the brand's Ready-To-Wear items, Accessories and Fragrance collections.

On choosing Los Angeles as the location for the brand's first venture into retail, "The Grove is an LA institution," explains Ashley. "We've waited ten years to do this and are pleased for Elizabeth and James to be a part of what makes The Grove so special."

An array of exclusive items will be unique to the Los Angeles store with highlights including a cotton twill gaucho pant, jaguar haircow printed coat, embossed croc totes and a rivet embellished courier bag, as well as 70s Americana-inspired patches, key chains and cotton totes. A preview of the new Elizabeth and James Nirvana Rose and Elizabeth and James Nirvana Bourbon fragrances will debut at the flagship store alongside an exclusive launch at Sephora.

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