



**AEO INC.**

FOR IMMEDIATE RELEASE

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## **OFFL/NE™ by Aerie Store Now Open at Crossgates**

**GUILDERLAND, NY** – OFFL/NE™ by Aerie, sister store of American Eagle and aerie here at Crossgates, is now open on the lower level near the LEGO Store. The sub-brand of activewear and accessories launched in July 2020 and is built for movement, comfort and REAL life. The brand is the evolution and expansion of Aerie’s popular leggings collection. OFFLINE by Aerie offers an unparalleled assortment of soft, cozy, and comfortable activewear, including an assortment of leggings, bike shorts, tops, sports bras, fleece, bottoms, and accessories.

The new 2,789 sq. ft. Offline location features elements of movement and fun to enjoy while you shop, including a disco ball and video boards featuring brand anthem videos and other surprises.

“Alongside American Eagle Outfitters and Aerie, who have had locations here at Crossgates for years, we are thrilled to welcome the OFFL/NE™ by Aerie brand to our center,” said Crossgates Marketing Director Jen Smith. “With comfortable and sustainable fabrics made for movement, OFFL/NE by Aerie’s activewear is fit for your REAL life....and its only location within the Capital Region and beyond is found right here at Crossgates!”

OFFL/NE™ by Aerie is located on the lower level, just down the corridor from American Eagle Outfitters and Aerie.

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### **Aerie**

Aerie® is a lifestyle brand that offers the comfiest intimates, apparel, swim, and accessories made to wear in and out. Aerie’s sub-brand, OFFLINE by Aerie, offers activewear made for REAL life movement. #AerieREAL inspires all people to love their real selves and celebrates its community by advocating for power, positivity, and no retouching. Let the Real You Shine™. Visit [www.Aerie.com](http://www.Aerie.com) to learn more.

**American Eagle Outfitters, Inc.**

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle® and Aerie® brands. Our purpose is to show the world that there's REAL power in the optimism of youth. The company operates stores in the United States, Canada, Mexico, and Hong Kong, and ships to 81 countries worldwide through its websites. American Eagle and Aerie merchandise also is available at more than 200 international locations operated by licensees in 25 countries. For more information, please visit [www.aeo-inc.com](http://www.aeo-inc.com).

**About Crossgates**

Crossgates is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Macy's, JCPenney, Dick's Sporting Goods, and Best Buy, while offering more than 180 retail shops, including Apple. Crossgates offers 10 entertainment venues and over 20 on-site eateries, such as Dave & Buster's, Get Air, Billy Beez, Apex Entertainment, The Standard Restaurant & Lounge, Maggie McFly's and Regal Cinemas with IMAX, or simply relax at our award-winning day spa, Spa Mirbeau. Combined with a dual-branded 192-room Homewood Suites and Tru by Hilton, Crossgates is your destination to EAT. SHOP. PLAY. STAY. Additional information regarding Crossgates can be found at [shopcrossgates.com](http://shopcrossgates.com), Facebook, Instagram, and Twitter.

**About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Crossgates, is one of the largest, most innovative, privately-held real estate developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of dynamic shopping, dining and entertainment destinations and expanding hospitality presence dominate the northeast with 16 properties located throughout New York and Massachusetts. For nearly 50 years, Pyramid has built its reputation on being first, fast, ahead of the curve and always what's next, leading the industry in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).