



# CROSSGATES

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**FOR IMMEDIATE RELEASE**

July 25, 2022

**LOVISA, THE WORLDWIDE FASHION JEWELRY BRAND,  
-OPENING LATER THIS SUMMER AT CROSSGATES-**

**Guilderland, NY** – Lovisa, the worldwide fashion jewelry brand, will be opening later this summer at Crossgates. The store will be located on the lower level of the shopping center next to Urban Outfitters. Launching in 2010, Lovisa takes inspiration from couture runway and current street style to deliver new, must-have styles at ready-to-wear prices. Guests will be able to shop from a variety of products including earrings, necklaces, bracelets, rings, and hair accessories.

Delivering over 150 new styles to its stores every week, Lovisa prides itself on bringing affordable jewelry and accessories to customers, while also giving them expert advice on current trends, inspirational styling techniques and personalized tips. Applying their core belief... ***It's About You...***...to everything they do, is of the utmost importance in providing an elevated shopping experience.

Lovisa currently has more than 400 stores in 15 countries across the world including Australia, United States, United Kingdom, France, Spain, South Africa and more. For more information on Crossgates shops, restaurants & entertainment venues, please visit [ShopCrossgates.com](http://ShopCrossgates.com) or follow us on [Facebook](#).

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**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. Located adjacent to a dual-branded 192-room Homewood Suites and Tru by Hilton hotel 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 14 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).