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## **LARIMER SQUARE ADDS RESTAURANTS, BOUTIQUES** *Ocean Prime leads wave of new restaurants, retail on the Square*

DENVER – Larimer Square announced today new tenants opening in 2010 and others moving within downtown Denver's historic walkable shopping and dining district.

- Ocean Prime, an upscale seafood restaurant, will occupy the Graham Building (formerly Z Gallerie).
- Goorin Bros, a fashionable hat company founded in 1895, will take the space at 1410 Larimer Square.
- Euclid Hall (formally Martini Ranch) will be home to a new restaurant concept driven by critically-acclaimed Denver chef. Details will be announced at a later date.
- Posh, a gift and home accessory shop, moves to 1439 Larimer Square (currently occupied by Violet).
- Violet, a women's apparel shop, will be relocated to a new space at 1411 (formally Gelazzi).
- A sixth lease is also expected to be signed with a new women's apparel boutique. *Additional details on the tenants are below.*

Together, the Larimer Square deals span more than 20,000 square feet of retail space.

"We couldn't be more excited about the changes and additions on the Square," said Joe Vostrejs, chief operating officer for Larimer Associates, the Denver-based real estate investment and management firm that operates Larimer Square. "This success is due in part to staying true to our vision for Larimer Square – to create a true destination, featuring chef-driven restaurants and owner-operated businesses that boast regionally-exclusive, innovative and unique offerings."

Larimer Square will spend more than \$1 million on moving tenants and creating new spaces.

"Making our vision of Larimer Square a reality often times requires capital investments," said Jeff Hermanson, chief executive officer for Larimer Associates. "Making these investments is something Larimer Associates is willing and able to provide, and that's what makes us different. Many real estate owners can't or won't make capital investments in this type of environment."

For the past ten years, Larimer Square, under the direction of Vostrejs and Hermanson, has gone through a dramatic repositioning movement. More than 90 percent of the property has been leased to new merchants in that time frame that fit the vision of distinctive urban shopping and dining. Larimer Square currently has more than 100 tenants with 40 retail/restaurant merchants in that mix.

"The Larimer Square vision will always be evolving," said Pat McHenry, partner of acquisitions and leasing for Larimer Associates. "We travel the country reviewing real estate and retailer trends and concepts to keep the Square fresh and artisanal."

McHenry added that the recent deals are true collaborations with proven concepts and operators.

"We are, however, working to create additional retail space at Larimer Square to open up opportunities for new retail entrepreneurs," she said. "There will be more changes on the Square."

More information on Larimer Associates is available at [www.larimerassociates.com](http://www.larimerassociates.com). For more information about Larimer Square, visit [www.larimersquare.com](http://www.larimersquare.com).

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## **New and/or Moving Larimer Square Merchants**

**Ocean Prime**, an upscale modern American Supper Club concept developed by restaurateur Cameron Mitchell.  
The Graham Building, 1465 Larimer Square (formerly Z Gallerie)  
Construction starts February 2010  
Anticipated opening in fall 2010  
[www.oceanprime.com](http://www.oceanprime.com)

Ocean Prime restaurant offers fresh fish, handcrafted cocktails and world-class wines, with a focus on high quality. The chef-driven menu was designed to bring modern twists to retro "supper club" favorites. The high-energy establishment also features a cocktail lounge and piano bar. Ocean Prime is one of 17 restaurants under seven different concepts created by Cameron Mitchell, president & founder of Cameron Mitchell Restaurants and current Chairman of the Board of Trustees of the Culinary Institute of America.

"As we scour the country for marquee sites, Larimer Square fits all our criteria for a great site. The Square has a strong tenant mix, is surrounded by a vibrant downtown and has all the traffic drivers we feel we need for our business." - *David Miller, executive vice president of Ocean Prime*

"Seafood was a category missing on the Square, but when it comes down to it we chose Ocean Prime because it really is a premier restaurant and has an amazing atmosphere. Ocean Prime will offer a hip bar area with live entertainment every night, creating almost two establishments in one space." – *Pat McHenry, Larimer Associates*

**Goorin Bros**, fourth generation hat boutique, featuring accessories that are both classic and fashion-forward.  
1410 Larimer Square  
Construction starts February 2010  
Anticipated opening in March 2010  
[www.goorin.com](http://www.goorin.com)

Founded in 1895, Goorin Bros is in its fourth generation of leadership, continuing a tradition of authentic hat making craftsmanship. Growing its business mainly by word of mouth, Goorin Bros has kept the artistic integrity of its product by choosing not to mass market. Denver is the brand's ninth store. Goorin men's and women's hats boast amazing features, classic and fashion-forward styles and unique designs.

"Our products are vehicles for people to make an impression without ever having to say a word and they bring a fresh perspective to the hat category. Goorin's aesthetic is based upon Old World shapes with a contemporary twist. As a 114-year-old company, we strive for unique locations and feel that Larimer Square is the perfect fit for our brand. The Square was the only choice for our first location in Colorado."  
– *Tom Morris, Goorin Bros.*

"Larimer Square is the perfect place for Goorin. Not only is the shop fashionable and fun, but it has history and authenticity - qualities that match Larimer Square." – *Pat McHenry, Larimer Associates*

**Posh**, sister store to The Perfect Petal, Posh will be a boutique of gifts, accessories, cards and home accents.  
1439 Larimer Square  
Construction starts February 2010  
Anticipated opening in early spring 2010  
[www.thepetperfectpetal.com](http://www.thepetperfectpetal.com)

Perfect Petal owners Alex and Cindy Ollig bring back its concept Posh to Larimer Square. Once located across the street from The Perfect Petal in the Highlands, Posh will cater to both women and men and will feature the brightest in home décor, including reworked vintage furniture and European pieces, unique paper products and unexpected treasures, perfect for gifts.

"We will aspire to have the most beautifully curated collection of fresh new designs for the home and wickedly beautiful jewels and bags. The store presentation will have a rich feel, splashy vignettes, and dramatic punches. Posh will cater to those who appreciate 'glam-living'." – *Cindy Ollig, The Perfect Petal*

**Violet**, women's apparel shop, has been on Larimer Square for more than six years.

1411 Larimer Square (formally Gelazzi)

Construction has started

Anticipated move in February 2010

[www.violetstores.com](http://www.violetstores.com)

Violet's owner Stacy McElhany is excited about her move on Larimer Square. "I've always wanted to design a store from scratch, and this move allows me to display my accessories and clothing in a fresh way. It will mirror the boutique feel of the shops in New York." Despite the change in location, Violet will continue to stay true to its brand – it's Soho trendy but without the attitude or the prices. Most of the items in Violet are priced under \$100.

**New chef-driven, Denver-owned restaurant**

Euclid Hall, 1317 14<sup>th</sup> Street (formally Martini Ranch)

Details to be announced at a later date

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