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## **Barney's opens its first Philadelphia location(RETAIL)**

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Philadelphia developer ARCWheeler has announced that Barneys New York CO-OP will open its first Philadelphia store today at 10 Rittenhouse Square, the 33-story luxury condominium tower overlooking the Square. The new high-end retailer will showcase its fashion-forward styles in nearly 10,000 s/f of space on the first two floors of the iconic Rittenhouse Club, part of 10 Rittenhouse Square, located at 1811-1813 Walnut Street.

Barneys New York CO-OP at 10 Rittenhouse Square is recognized as the place to go for the latest new designers, cutting edge clothes, and fashionable accessories. The CO-OP store design reflects an industrial environment that breaks from Barneys New York's more refined, upscale atmosphere with an interior that is a unique juxtaposition of design, whimsical display and a gallery-like atmosphere.

Barneys New York CO-OP will feature designers such as Rag and Bone, Alexander Wang, A.L.C. (Andrea Lieberman Collection), Shipley & Halmos, Band of Outsiders, and Raf by Raf Simons, just to name a few.

"We are thrilled that Barneys New York has chosen 10 Rittenhouse Square as the location of its first Philadelphia store," said Hal Wheeler, managing principal of ARCWheeler, "Rittenhouse Square has always been the destination for high-end shopping, dining and entertainment in Center City. Attracting a brand name like Barneys New York COOP speaks to the economic vibrancy of Walnut Street and Rittenhouse Square."

"The Rittenhouse Club, with its rich history and unique architectural design, is a fantastic venue for Barneys New York CO-OP," said Robert Ambrosi, partner ARCWheeler. "The Barneys brand-name adds a lot of cache to the Philadelphia retail scene, and we are excited to welcome them to 10 Rittenhouse Square."

10 Rittenhouse Square residents will have access to the store from either of 10 Rittenhouse Square's two private entrances. In addition to Barneys New York CO-OP, residents can look forward to the opening of the Elizabeth Arden Red Door Spa in the adjacent Alison building and a marquee restaurant in the ground floor of 10 Rittenhouse Square.