

## NEWS RELEASE

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### **RAYMOND | LAWRENCE TO RELOCATE PALM SPRINGS RETAIL STORE TO THE RIVER AT RANCHO MIRAGE IN NOVEMBER 2015**

*Entire Center to Participate in Grand Opening Celebration Benefiting PS Pride*

PALM SPRINGS, CA – September 22, 2015: Raymond | Lawrence, a curated collection of offerings, brands, services and selections for lovers of style and design, has announced plans to relocate its Palm Springs operations to The River – a lifestyle shopping, dining and entertainment complex located in Rancho Mirage, California. The move, which is scheduled for November 2015, places the hip retailer in closer proximity to its target demographic and is a key step in the completion of a new vision for The River.

With its fresh, cheeky Palm Springs vibe intact, the new expanded Raymond | Lawrence at The River will serve as host to a unique selection of retail businesses, offering everything from home décor, furniture, accessories, textiles and bedding, to men's and women's fashion, beauty products, gift items, and more. Owners Larry Abel and Raymond McCallister have spent the summer curating new and exciting brands to join the mix including Avasa – a home furnishing brand with a focus on natural, sustainable, organic fabrics; and Per-Fekt – beauty products with the ability to multi-task as gracefully as today's busy woman. Look for artwork from SHAG and merchandise from a unique collection of retailers including Sohung Designs, Weathered Captain of Maui, and Classic Shaving, which will feature an onsite barber/groomer. Made to Measure will offer bespoke tailoring services, ready-to-wear, and drop off shoeshine. All of the store's current pop-ups will also make the move including Covet from San Francisco, Seaplane Shirts out of Chapel Hill, North Carolina, LASC based in West Hollywood, local favorite V&G Hipwear, and Studio BE Apparel by entertainer Bobbie Eakes.

"We are proud of what we have accomplished in Palm Springs, helping to make the Uptown Design District a thriving, exciting retail and dining experience unlike any other in the Coachella Valley," stated co-owner Larry Abel. "We are sure that the popularity of Uptown and its trademark events will continue in our absence; however, our next challenge is about bringing the Palm Springs 'vibe' to Rancho Mirage, with Raymond | Lawrence serving as the catalyst to highlight The River as the premier spot for food, fashion and fun."

In June, The Desert Sun reported that the rebirth of The River has been slower than expected, with a number of storefronts remaining empty since the economy soured several years ago. New owners of the shopping center, CheerLand Investment Group, have great expectations that Abel and McCallister, who raised the bar on retail in the Uptown Design District, will repeat their successful track record to create a unique and quintessentially 'Palm Springs' vibe to The River.

“Raymond Lawrence's relocation to The River at Rancho Mirage is an historic moment in the rebirth of the entertainment, dining and shopping destination,” says Ungar Kung, director of acquisitions for CheerLand Investment Group, owners of the center. “Their innovative, eclectic and wildly popular store is an icon in the Valley, and its arrival at The River represents a tipping point for the center, as we reestablish its birthright as a premier lifestyle destination.”

To celebrate its arrival at The River, Raymond | Lawrence will continue the tradition they started in Uptown, by giving back to the community through their signature events with a Grand Opening Party on Thursday, November 5 to kick-off and benefit Greater Palm Springs Pride, an annual weekend festival that promotes the history, diversity and future prosperity of the Greater Palm Springs LGBT community. This year's Pride celebration theme is “Color Our World With Pride” and the festival will take place November 6-8. Raymond | Lawrence set the bar for organized participation in Uptown Palm Springs, and they are bringing that same energy to The River. In coordination with their grand opening event, nearly every restaurant, retailer, and The River itself will participate in the fun, with special activities and promotions to benefit Palm Springs Pride.

Also included in the move to The River is the reintroduction of Party Lab 2.0, the one-stop-shop for party essentials focusing on original costumes and accessories along with unique decorations and balloons, located inside the Raymond | Lawrence flagship store. Additionally, Larry and Raymond will finally realize their dream of having a small café within Raymond | Lawrence with Plate | Glass™, which will return to its original core offerings of desserts and coffee. Cocktails will be available beginning in early 2016. The company operates satellite boutiques at The Ritz-Carlton, Rancho Mirage, and the shop inside The Saguaro will become its primary Palm Springs location with an expanded footprint and merchandise selection.

Raymond | Lawrence plans to open a new flagship store in Nashville, Tennessee this spring. Geared to the young, stylish residents of ‘Music City,’ Abel and McCallister will replicate their wildly popular concept in one of Nashville's most popular neighborhoods. Abel McCallister Designs, their award-winning event production company with offices in New York and Los Angeles, recently completed its three-year plan to add a Nashville division that opened in August.

Since founding and underwriting the Uptown Design District's first evening of art, design and fashion in 2010, Raymond | Lawrence has hosted several celebrations over the years benefiting charities including the Palm Springs Animal Shelter, AIDS Assistance Program, Shelter from the Storm, The Girlfriend Factor, and The Center. Abel and McCallister have also donated goods, services, and money to help produce events such as the City of Palm Springs' 75<sup>th</sup> Birthday Celebration, the Palm Springs Art Museum Gala, AIDS Assistance Program's Evening Under the Stars gala starring Cyndi Lauper, and the Farewell Marilyn event for PS Resorts. Their philanthropic efforts include teaming up with Barbara Keller and Terri Ketover to design, create and fund a \$20,000 Desert AIDS Project 100 Women boutique at Revivals Palm Desert.

Currently located at 830 N. Palm Canyon Drive in Palm Springs, Raymond | Lawrence is open 10 AM to 6 PM Monday through Saturday and 11 AM to 5 PM on Sunday. New store hours will be 11 AM – 10 PM daily. For more information please call 760-322-3344 or visit [raymond-lawrence.com](http://raymond-lawrence.com).

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