



SORRELLI TO OPEN JEWELRY STORE IN TWO CITY CENTER IN SPRING 2015

National Fashion Jewelry Company Based in Kutztown Aims to Grow its Retail Presence in Booming Downtown Allentown

Allentown, PA, January 8, 2015 – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, announced today that Sorrelli, a national fashion jewelry company based in Kutztown, will open a store in its Two City Center building in the spring of 2015. Sorrelli Founder, Head Designer and Co-owner Lisa Oswald and City Center President J.B. Reilly made the announcement jointly.

Sorrelli, which designs handcrafted jewelry from genuine Swarovski crystals and semi-precious stones, will occupy approximately 1,600 square feet on the first floor of the upscale office and retail building at 645 Hamilton Street. Founded in 1983 by Oswald, a Kutztown University graduate, the family-owned company currently has stores in Kutztown, Pennsylvania and Montclair, New Jersey. It also sells jewelry online at sorrelli.com and through major retailers Amazon, Bloomingdale's and Anthropologie as well as more than 400 independent retailers nationwide. Sorrelli pieces are designed to become heirlooms, handed down through generations.

"We can't wait to introduce the Sorrelli brand and cultivate new collectors in Allentown. It's a major untapped market for us," said Oswald. "Sorrelli is all about heritage, and there's a lot of that in downtown Allentown, so seeing it come back to life pulled at our heartstrings. We're excited about the city's revival and want our store to be a place for people to spend time, try on some sparkle and feel good."

"City Center is pleased that Sorrelli has selected downtown Allentown to grow its retail presence," Reilly said. "Sorrelli is an experienced retail operator with a worldwide following whose commitment to downtown Allentown is an endorsement for prospective retailers. With downtown Allentown's surge of new and future professionals, visitors, hotel guests and residents, I'm confident Sorrelli will enjoy a steady stream of new and repeat customers."

Sorrelli products, including necklaces, earrings, bracelets, rings and gift sets, are worn by celebrities, career women and jewelry lovers of every background and age. The Sorrelli brand



has grown over the years to include a variety of special collections, including Bridal and Essentials, as well as new seasonal fashion colors.

For more information about leasing retail space at City Center, contact Leasing Manager Jarrett Laubach at jarrett@citycenterlehighvalley.com.

About Sorrelli:

Sorrelli, Inc. is a family-owned jewelry design company based out of Kutztown, Pennsylvania. Designed since 1983, Sorrelli jewelry is handcrafted from genuine semi-precious stones, featuring SWAROVSKI® ELEMENTS. Sorrelli's pieces are designed to become heirlooms, handed down through the generations. With a lifetime guarantee on each piece of jewelry, Sorrelli can be enjoyed for decades. For more information about Sorrelli, Inc. please visit www.sorrelli.com or call the Sorrelli headquarters at 1.800.876.7735.

About City Center Lehigh Valley:

City Center Lehigh Valley is a major mixed-use development that is helping transform downtown Allentown, Pennsylvania, into one of America's most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown's new arena, PPL Center, at its core, City Center includes two Class A office buildings, upscale restaurant and retail space, loft-style office space and a coworking space called Velocity. City Center is constructing a third Class A office building, the Renaissance Allentown Hotel, Strata Luxury Flats and additional restaurant, retail and loft-style office space by late 2015 – a total investment of \$400 million. Visit citycenterlehighvalley.com to learn more.

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