

PRESS RELEASE

CONTACT: Brittney Lipsett 203.432.2769 Brittney.Lipsett@Yale.edu

For Immediate Release:

Jack Wills brings its *Fabulously British* Charm to the Broadway Retail District

New Haven, Conn – University Properties announces the grand opening of Jack Wills at 264 York Street in Downtown New Haven.

Established in 1999, in Salcombe, Devon, UK, Jack Wills reflects English heritage and style. Their registered trademark, “Fabulously British,” defines the inspiration behind the brand: high quality goods that draw heavily on British fashion and culture.

Jack Wills is proud to be a niche British concept – one that stands out from the crowd. The store designs reflect this unique positioning where building criteria is all about setting, history and character. The new Jack Wills store at 264 York Street in the heart of the Yale campus showcases the historic character and architecture that is associated with the Jack Wills brand. The New Haven store will feature an array of women & men’s apparel, fashion & home accessories and beauty & grooming products.

Jack Wills has created a great following among its fans. This has been built around a series of events that run throughout the year which reinforce the community identity and values of the brand. Be it sponsoring the ‘in crowd’ ski bums in the French Alps or summer seasonnaires in Martha’s Vineyard, or the Jack Wills Varsity Polo where Yale play Harvard, it’s all about the Jack Wills ‘it’ crowd and creating that viral buzz via a loyal following.

“After three years of getting to know Yale University students through our involvement in different events both here and in the U.K., Jack Wills is delighted to finally be joining the New Haven and Yale University retail community,” says Olly Finding, International Marketing Manager for Jack Wills. “We see a strong connection with the Jack Wills lifestyle and the New Haven culture, and look forward to a long and successful relationship.”

Jack Wills will be joining quality retailers in the Broadway District including J. Crew, Barnes & Noble Bookstore at Yale, Urban Outfitters, GANT Campus Store, Trailblazer and more!

“Jack Wills is a terrific addition to the great mix of stores on Broadway,” says Abigail Rider, Director of University Properties. “We at University Properties try to attract a unique mix of tenants to New Haven that appeal to a broad range of tastes and draw shoppers to the City. Offerings like Jack Wills reinforce New Haven’s ever-growing reputation as a wonderful place to shop.”

Yale University is an active partner in creating a vital downtown and promoting New Haven’s economic development through its community investment program, and as a result is one of the largest payers of real estate taxes in New Haven.

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