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Toss and Turn No More: The Purple Factory Outlet Comes to The Outlet Shoppes at Atlanta

It's the company's first store in the state of Georgia

ATLANTA – Falling asleep is about to get a lot easier. The Outlet Shoppes at Atlanta is thrilled to announce the late-summer arrival of The Purple Factory Outlet. The company's innovative product has been ranked best customer satisfaction among online mattresses by J.D. Power two years in a row*. The new store is scheduled to open its doors in early September.

Located across from Adidas and Columbia Sportswear, The Purple Factory Outlet will encompass 4,506 square feet and will carry four types of innovative mattresses. The Purple Hybrid Premier allows shoppers to pick either a 3" or 4" gel grid supported by premium coils. This combination creates a dreamy, float-like feeling. The Purple Hybrid is a more breathable, responsive mattress that offers a 2" gel grid with wrapped stainless-steel coils. Finally, the signature Purple mattress also pairs a 2" gel grid but with dual-layered foam to give shoppers just the right amount of flex and support. In addition to mattresses, The Purple Factory Outlet will also sell a variety of other premium, branded-comfort products, including pillows, seat cushions, frames, sheets and more.

"The Purple Factory Outlet brings a whole new dynamic to The Outlet Shoppes at Atlanta, and we couldn't be prouder to have landed this new, innovative retailer," said Connie Dyer, Senior Vice President of Marketing for Horizon Group Properties. "Because our community strongly supports us, we want to return the favor by adding those retailers that strengthen our position as a fashion and lifestyle shopping destination."

Founded by Tony and Terry Pearce, the Purple mattress combines their years of experience in advanced aerospace materials, manufacturing and design into one product. Their secret is the invention of Hyper-Elastic Polymer technology. This incredibly soft, yet strong, material relaxes under pressure points, redistributing the pressure to other areas. And it just so happens that the material also gives amazing back support.

The arrival of The Purple Factory Outlet isn't the only exciting announcement coming from The Outlet Shoppes. Fashion powerhouse Hugo Boss is scheduled to open a BOSS Outlet, where shoppers can browse the company's European-inspired threads. In addition, the Center's summer events include musical entertainment each weekend, now through Labor Day. And finally, The Outlet Shoppes will celebrate the 4th of July the only way it knows how: in cool style. The community is invited to an Ice Cream Social on Sunday, July 4 from 2pm – 6pm. During this time, there will be complimentary ice cream served outside of the Food Court while supplies last and music from DJ King C on the Main Stage.

For more information on the opening of The Purple Factory Outlet, the Center's summer entertainment, and other news, please visit www.TheOutletShoppesAtAtlanta.com or follow The Outlet Shoppes on [Facebook](https://www.facebook.com/theoutletshoppes).

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About The Outlet Shoppes at Atlanta

The Outlet Shoppes at Atlanta is the closest outlet center to the Atlanta metro area, featuring 100 top-tier, name-brand stores, including Kate Spade, Saks Fifth Avenue OFF 5th, Under Armour, Vineyard Vines, Sperry, American Eagle, Adidas, Columbia Sportswear, Nike, Coach, Michael Kors and more. The open-air center is located off Exit 9 on I-575, and regular hours are 10 a.m. to 9 p.m., Monday through Saturday, and 11 a.m. to 7 p.m. Sundays.

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