

FOR IMMEDIATE RELEASE

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Expansion, Tent Sale and Pop-Up Shop Come to The Outlet Shoppes at Atlanta

Store news includes Adidas, Columbia Sportswear and French Toast Connection ATL

ATLANTA – There’s exciting news for foodies and early holiday shoppers. The Outlet Shoppes at Atlanta announces the completion of a major Adidas store expansion and a can’t-miss Columbia Sportswear tent sale. On top of that, the Center will host a pop-up shop for a well-known food company, French Toast Connection ATL. All of these latest happenings coincide with The Outlet Shoppes’ Fall Festival, a month-long, family-friendly celebration.

It wasn’t that long ago when Adidas first started selling its on-trend athletic and athleisure wear at the Center. The store has grown in popularity so much that after a recent move and subsequent reopening, it doubled in size to over 9,000 square feet. Now, guests can browse through even more shoes, clothing and accessories that feature Adidas’ signature style.

For those who love to take advantage of the latest deals, shoppers will want to visit The Outlet Shoppes between October 7-13. That’s when Columbia Sportswear will hold a tent sale outside its store. The outerwear and sportswear apparel company will offer discounted jackets, pants, shirts, tops and more. Shoppers can stock up for the upcoming cooler weather or add warm weather clothing to next year’s wardrobe.

While the expansion and tent sale will pique the interest of most shoppers, everyone will be ecstatic for the temporary opening of French Toast Connection ATL. From October 9-11, Chef and Owner Donvenia Jackson will serve her gourmet spin on the classic breakfast staple. Guests will delight in sweet and savory, ultra-decadent offerings that will make them wish this food company was a permanent fixture. French Toast Connection ATL will be located outside Ann Taylor across from Nike.

“With Adidas’ expansion and Columbia’s tent sale, retail at The Outlet Shoppes continues to come back for members of the community,” said Charlie Loughran, General Manager of The Outlet Shoppes at Atlanta. “We’re also thrilled to host Chef Jackson and to provide her with an opportunity to introduce her delicious French toast to new customers.”

If the latest buzz around the expansion, tent sale and pop-up shop wasn’t enough, The Outlet Shoppes is currently hosting its first outdoor Fall Festival. All October long, the Center is decorated for this year’s celebration. In addition, there are free, socially distanced activities everyone can enjoy. These include movie nights, a crafts station, musical performances, train and pony rides and a guess-the-weight contest for an enormous pumpkin. During the final event on October 31, participating stores will help families celebrate Halloween from 5-7 p.m. Kids are encouraged to dress up for this fun-filled evening.

For the latest store happenings and a full Fall Festival schedule, shoppers can visit www.theoutletshoppesatlanta.com/events or follow The Outlet Shoppes on [Facebook](#).

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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 more than 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 Center is located off Exit 9 on I-575, and current Center hours are Sunday through Thursday 11 a.m. – 7 p.m. and Friday and Saturday 10 a.m. to 8 p.m.