

**FOR IMMEDIATE RELEASE**

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**The Outlet Shoppes of the Bluegrass Adds Rally House to Its Retail Lineup**

*Following the recent opening of RH Outlet, Aerie welcomes shoppers to an expanded stand-alone store.*

**SIMPSONVILLE, KY** – The Outlet Shoppes of the Bluegrass kicks off a busy shopping season with multiple store announcements. Rally House, a sports-centered apparel company, will open on Friday, April 8, and Aerie, a sister brand to American Eagle, completed a large expansion last week. In addition, RH Outlet, a luxury lifestyle brand offering furniture, lighting, rugs, and more, recently opened.

**RALLY HOUSE**

Located between Direct Tools and Rack Room Shoes, Rally House will encompass 6,911 square feet of space, and given the area's affinity for UofL and UK sports, it will fit right in. This store will be in a league of its own as it will offer a large selection of officially licensed college, NFL, MLB, NHL, NBA, and MLS apparel, gear, and more. Rally House will even take their merchandise to the next level by providing an assortment of local t-shirts showing famous state landmarks and accessories decorated with city backdrops.

**AERIE EXPANSION**

Those who are eyeing a new seasonal wardrobe can add a roomier Aerie to the long list of fashion-forward destinations to check out. Now located between Crocs and Journeys, Aerie recently moved from its combined space with American Eagle into its own 5,003-square-foot location. With its expanded offerings of dresses, swimsuits, tops, loungewear, and jumpsuits, this store will continue to redefine on-trend clothing.

“Both store announcements come after welcoming BOSS Outlet, vineyard vines, The Cosmetics Company Store, Simply Southern and more just last year,” said Debbie Griesinger, General Manager for The Outlet Shoppes of the Bluegrass. “And since we’re adding Rally House and a stand-alone Aerie, we’ve really created a new dynamic to our store portfolio and can’t wait to see what else happens in 2022.”

**BACK-TO-NORMAL OPERATING HOURS**

Shoppers now have more time to save up to 70% off. That's because The Outlet Shoppes has returned to its normal hours of Monday – Saturday, 10 a.m. to 9 p.m., and Sunday, 11 a.m. to 7 p.m.

For more information on the latest Outlet happenings, visit [www.TheOutletShoppesoftheBluegrass.com](http://www.TheOutletShoppesoftheBluegrass.com) or follow The Outlet Shoppes on [Facebook](#).

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# The Outlet

## Shoppes of the Bluegrass

### **About The Outlet Shoppes of the Bluegrass**

*The Outlet Shoppes of the Bluegrass opened in July 2014 and is the region's premier experience for outlet shopping. It is the only designer outlet center in the state of Kentucky, featuring more than 80 name-brand stores, including RH Outlet, Kate Spade, vineyard vines, Coach, Vera Bradley, Nike, BOSS Outlet, Under*

*Armour and many more. For more information and a complete list of stores at The Outlet Shoppes of the Bluegrass, please visit [www.TheOutletShoppesoftheBluegrass.com](http://www.TheOutletShoppesoftheBluegrass.com).*