

## Anthropologie Adding a Third Atlanta Location

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Posted by **Atlantang99**

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Philadelphia-based Urban Outfitters must like the Atlanta market! Just weeks after opening a third Atlanta location of its flagship line at Perimeter Mall in Dunwoody, they announced today that they will open a third Anthropologie. Located within the redeveloped Westside Urban Market project on Howell Mill Road in West Midtown, the store will be 9000 sf and is due to debut next spring. For those unfamiliar, Westside Urban Market is the center next door to White Provisions, connected by a pedestrian bridge tucked behind JCT Kitchen. The area

has gone through a renaissance of late with White Provisions addition of YEAH! Burger, Abattoir and Room & Board. Anthropologie will join local favorite Sid Mashburn and its recently opened sister store, owned by his wife, Ann Mashburn. With Georgia Tech and Georgia State both only a few miles away, I hope there will be enough traffic to justify this addition. Free People, the other line operated by Urban Outfitters, still has no presence in the Atlanta market. **ToNeTo Atlanta**

[editorial]



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