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The Summit at Fritz Farm Lands Bonobos Guideshop

Online men's apparel company grows brick-and-mortar presence, opens first-ever Kentucky location

BIRMINGHAM, Ala./LEXINGTON, Ky., March 30, 2016 — Bayer Properties today announced that Bonobos, a high-energy apparel company that designs and sells men's clothing, has selected The Summit at Fritz Farm to house its next Guideshop. Bonobos chose The Summit at Fritz Farm for its Kentucky location because of its unique and innovative approach to attracting retail to a sophisticated, yet under-served market. The \$156 million mixed-use experiential development will open in Lexington in March 2017.

"The Summit at Fritz Farm is a new, innovative development with a strong mix of local and national independent businesses, making it an obvious choice for a Bonobos Guideshop," said Andy Dunn, founder and CEO of Bonobos. "We're excited to open our first Kentucky location and can't wait to be a part of the vibrant city of Lexington."

Founded to provide men with better-fitting clothing and an easier way to shop, Bonobos was launched online in 2007 and is now the largest apparel brand ever built on the Internet in the United States. It has shifted from an exclusively online apparel retailer to opening a select number of e-commerce stores, called Guideshops, where customers can meet one-on-one with an expert guide to find exactly what they want and have it delivered to their door. To further customize the experience for Lexington, the Bonobos Guideshop at the Summit at Fritz Farm will offer shoppers a sampling of Kentucky bourbons.

"Bonobos is a fresh new retail concept that changes the paradigm for men's retail and targets a new and growing demographic of shoppers," said Lindsay Bayer Shipp, retail brand strategist for Bayer Properties. "Bonobos recognizes that The Summit at Fritz Farm is attracting to a carefully curated collection of creative retailers that is a perfect fit for one of Bonobos' handpicked locations."

Bonobos joins Shake Shack, Cos Bar, J. McLaughlin and Brooks Brothers, as well as several other distinguished restaurants and retailers that are electing to make The Summit at Fritz Farm their Kentucky home. The Summit at Fritz Farm, a modern, walkable development, will combine national and regional retail brands, local chef-driven concepts, the first food hall concept in the region, Class A office space, luxury apartments and a fashion-inspired boutique hotel.

About The Summit at Fritz Farm

The Summit at Fritz Farm, located in Lexington, Kentucky at the crossroads of Nicholasville Road and Man 'O War Boulevard, is a mixed-use development that will include 1 million square feet of retail and chef-driven restaurant concepts, 306 condo-quality apartments, approximately 125-room fashion inspired boutique hotel and 48,000 square feet of Class A office space once completed. The regional shopping destination will feature more than 75 restaurants and shops, such as Whole Foods Market, Arhaus, Pottery Barn, Shake Shack, J.Alexander's, and Brooks Brothers, among others. Phase I will open March 29, 2017. For information, follow The Summit at Fritz Farm on Facebook and Instagram.

About Bayer Properties

Birmingham, Alabama-based Bayer Properties LLC specializes in developing, leasing, managing and marketing mixed-use real estate properties nationwide. Bayer Properties currently owns and/or operates retail and office properties totaling approximately 10 million square feet, such as The Summit in Birmingham, Alabama; Mount Pleasant Towne Centre in Mount Pleasant, South Carolina; and The Summit in Reno, Nevada. New developments include The Pizitz Building, an urban revitalization project in Birmingham, and The Summit at Fritz Farm, a mixed-use project in Lexington, Kentucky. For more information, visit bayerproperties.com.

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