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## **The Summit at Fritz Farm Brings Marine Layer to Kentucky**

*California-based casual apparel brand is the newest first-to-market tenant to join the property*

**LEXINGTON, Ky./BIRMINGHAM, Ala., Aug. 16, 2016** — [Marine Layer](#), a San Francisco-based casual apparel and lifestyle brand, is the latest first-to-market retailer to join The Summit at Fritz Farm, a \$156 million mixed-use development in Lexington, Kentucky. When the property opens in March 2017, it will include more than 20 new-to-Kentucky brands including Bonobos, Cos Bar, Shake Shack, J. McLaughlin and Brooks Brothers.

Marine Layer was founded in 2009 and currently has 20 locations nationwide. Offering men's and women's apparel that is absurdly soft and sustainably crafted, Marine Layer features a variety of stylish clothing options including tees, button downs, outerwear, dresses, bottoms, swimwear and accessories, all of which are made with the perfect fabric for each unique product. The fabric-obsessed company has more than 25 custom fabrics to create the super soft tees and clothing for which the brand is famous.

"Our expansion strategy is to open new stores in exciting towns we want to travel to," said John Ferrin, brand manager of Marine Layer. "There has been a lot of fantastic energy coming from Lexington during the past few years, and we have taken notice. By opening a location at The Summit at Fritz Farm, we look forward to introducing Lexington to the stylish comfort and seven-day-weekend California lifestyle Marine Layer offers."

"The high-quality yet laid-back vibe of Marine Layer will be a perfect addition to the incredible retailers we have in store for Lexington," said Lindsay Bayer-Shipp, retail brand strategist for Bayer Properties. "We are excited that so many retailers and restaurants are choosing The Summit at Fritz Farm for their first Kentucky location. The market has been underserved for retail, especially for some of the newer retail offerings, and The Summit at Fritz Farm will fill that void and become a true regional destination."

The Summit at Fritz Farm, which will open on March 29, 2017, will feature national and regional retail brands, local chef-driven restaurant concepts, the first food hall in the region, Class A office space and luxury apartments.

### **About The Summit at Fritz Farm**

The Summit at Fritz Farm is a \$156-million mixed-use development located in Lexington, Kentucky, at the crossroads of Nicholasville Road and Man 'O War Boulevard. Once complete, the property will include 1 million square feet of retail, 306 condo-quality apartments, an approximate 125-guestroom fashion inspired boutique hotel and 48,000 square feet of Class A office space, as well as green space for mingling and gathering. The regional shopping destination will offer a collection of more than 75 restaurants and shops, including local favorites like Morton James, and first-to-market brands such as

Bonobos, Shake Shack, CosBar and Kendra Scott, among others. The Summit at Fritz Farm will also be home to Honeywood, a new concept from six-time James Beard nominee Ouïta Michel, as well as The Barn, the first food hall concept in the region which will showcase an exciting collection of small restaurant concepts from an array of accomplished local restaurateurs and serve as a tribute to Kentucky products and culinary traditions. 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, including The Summit in Birmingham, Alabama, the Mount Pleasant Towne Centre in Mount Pleasant, South Carolina, and The Summit in Reno, Nevada. New developments include The Pizitz Building urban revitalization project in Birmingham, Alabama, and The Summit at Fritz Farm, a mixed-use project in Lexington, Kentucky. For more information, visit [bayerproperties.com](http://bayerproperties.com).

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