

# Outlet Square Featuring Savings

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Outlet Square, the metro area's only off-price mall, will hold grand opening activities tomorrow through Sunday. The mall, recently renovated at a cost exceeding \$1 million, is located at the intersection of Buford Highway and Clairmont Road in DeKalb County.

Formerly known as Buford Clairmont Mall and later Shoppers Mall, the center will feature 40 tenants in a newly-renovated setting.

A project of the Rouse Company, which also operates Perimeter Mall and South DeKalb Mall, it marks the company's first acquisition of an off-price center. Anchor tenants for the

mall are the Burlington Coat Factory and Marshall's.

Defined as a collection of discount outlet stores, the tenants will feature overrun, irregulars and cancelled merchandise. It is expected that prices will be 25 to 40 per cent lower than in other retail stores, a spokesman said.

"Discount, off-price malls are the newest and biggest trend in retailing," a mall spokesman said.

Interior renovation has included the addition of sky lights, plantings, overhead banners, new store fronts and store design. The exterior of the building has been painted, landscaping has been added, and new exterior signage has been added.

Existing tenants include the Book Peddler, Burlington Coat Factory, Glass Art, Marshall's, Real Gold and Subway Sandwiches.

New tenants are Burlington Bag and Baggage, Burlington Shoes and Accessories, Card Barn, The Casual Male, The Children's Outlet, Creighton Shirt Factory Outlet, Decorator's Outlet, Dress Barn, Famous Footwear, Finish Line, Frontier Fruit and Nut, Georgia Girl, Hit or Miss, House of Franmes, Hyroops, Linens 'n Things, M. Duga., Mister Minit, Nutrition Outlet, Plumm's, Publisher's Book Outlet, The Sock Market and Tabletop Plus.

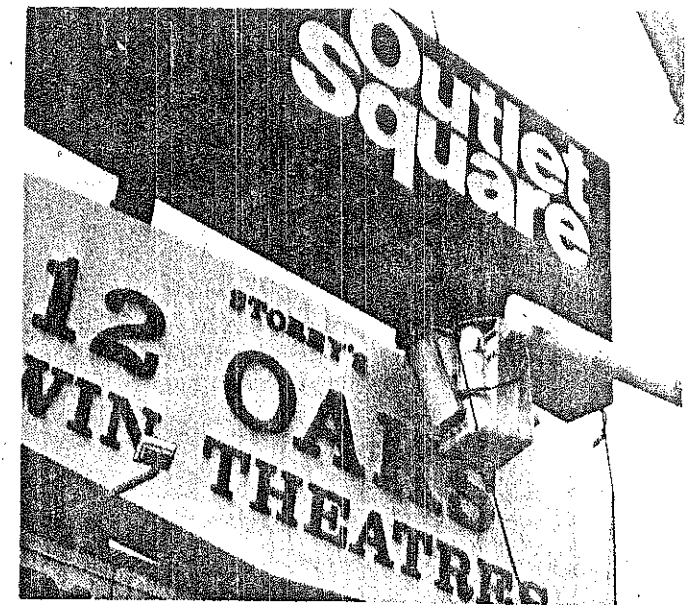
A mini-court will include Subway Sandwiches, Leo's Pizza, Hart's Ice

Cream Shoppe, Hot Dogs and More and Taco Viva.

The mall originally opened in 1968 as an enclosed discount-oriented community center. The Rouse Company acquired the mall in spring 1983.

During grand opening activities, the center will present "All the Best in Fashion" in four shows. The season's apparel and accessories trends will be modeled on the center court stage tomorrow at noon and 3 p.m. and Saturday at noon and 3 p.m.

The weekend activities will also include entertainment by performing groups such as bagpipers, clowns, quartets, jazz groups, dancers, mimes, puppets, minstrels and gymnasts.



Staff Photo By Paul Eiland

NEW SIGN RISES OVER FORMER BUFORD CLAIRMONT MALL  
Metro Atlanta's Only Mall Featuring Off-Price Merchandise

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