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FOR IMMEDIATE RELEASE

RETAILER EVEREVE EXPANDS, OPENS NEW LOCATION IN DOWNTOWN BIRMINGHAM

BIRMINGHAM, MI, October 13, 2021 – Retailer Evereve, a contemporary fashion and styling company for women, has opened its newly renovated and expanded location in downtown Birmingham. A long-time staple along South Old Woodward Avenue in the Birmingham Shopping District, the popular national retailer offers modern and versatile clothing and a welcoming customer experience.

The new 3,000 sq. ft. location at 138 South Old Woodward Avenue, officially opened on September 29 and is right next door to the retailer’s original location, in the heart of downtown Birmingham.

“We are pleased to announce the Evereve expansion within the Birmingham Shopping District,” said Sean Kammer, Executive Director of the Birmingham Shopping District. “This type of investment demonstrates the economic vitality of downtown Birmingham. The Birmingham Shopping District continues to thrive as a premier shopping and dining destination, as well as an attractive and vibrant place to do business,” he said.

Eveve offers customers a curated experience, with in-store, online and other shopping options along with personal styling services like the innovative “Trendsend” and “Dressing Room to Go.” With hundreds of high quality, contemporary brands, Evereve offers apparel, footwear and accessories keeping customers well-dressed from head to toe.

“Its official, we’ve moved next door! Our new, elevated store design gives us room for more fun and fashion! Our customers are loving the modern fitting rooms and upscale product assortment,” said Evereve Market Manager, Elizabeth Gross. “If you are in the area, stop in to get styled - we have new fall arrivals dropping daily,” she added.

Downtown Birmingham has more than 300 retailers offering a diverse assortment of fashion boutiques, gift stores, jewelers, salons, spas, antique shops, and art galleries. Learn more about downtown Birmingham and other businesses at www.ALLINBirmingham.com.

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Established in 1992, the BIRMINGHAM PRINCIPAL SHOPPING DISTRICT comprises nearly 300 retailers, including clothing retailers, restaurants, salons & spas, and antique shops. The district is also home to offices and a variety of businesses from financial services to technology-based firms. Located among some of the nation’s most affluent suburbs, Downtown Birmingham is a center for business, social, cultural, and community activities for Birmingham residents and neighboring communities.