

# Athleta to Open in Bend Oregon's Old Mill District

*Nationwide women's premier fitness apparel shop to join ranks of Bend's leading retail center*

BEND, OR, UNITED STATES, June 5, 2017 /EINPresswire.com/ -- June 5, 2017 - Bend, Oregon – Athleta, the premier fitness apparel brand exclusively for women, will be opening a branch in Bend's [Old Mill District](#) this fall. Gap, Inc. purchased Athleta in 2012. Athleta was originally founded in 1998 in Sonoma County to provide fashion-fueled fitness and lifestyle apparel for a variety of sports.



The brand provides innovative design for high-end performance and lifestyle products, tested on a talented team of internal women athletes. The company focuses on sustainable practices, including fabric and fiber development and technologies applied to women's clothing for yoga, studio, running, gym, training, water sports, hiking and travel.

“Our region is known for the active lifestyle opportunities, both for visitors and locals. Athleta gives people another great option for clothing needed to fully enjoy all the adventures Central Oregon has to offer,” said Noelle Fredland, marketing director for the Old Mill District. “The fact that the company has a strong focus on sustainability and thoughtful innovation is just an added bonus I think our patrons will really love.”

The store will join its sister brands of Gap and Banana Republic in the Old Mill District's retail lineup. Athleta, which boasts a tag line of “The Power of She”, has a mission of empowering women and filling the underserved need for apparel that fits right and works for women's bodies. The company's focus is on premium quality, total performance, feminine style and the versatility women seek for an active lifestyle.

Candace Gray of Oregon's Envision Realty Advisors, which offers tenant and landlord leasing representation and property management services, was a key partner in bringing Athleta to Bend. The new store will be located at 320 SW Powerhouse Drive #100 at the north end of the Old Mill District shopping area. More information can be found at [www.athleta.com](http://www.athleta.com).

## About the Old Mill District

One of the Pacific Northwest's most distinctive and dynamic mixed-use developments, the Old Mill District is located on 270 acres that formerly housed one of the largest sawmill operations in the world. The rich history of the land is coupled with spectacular mountain views, scenic river vistas and an extensive trail system to enjoy the outdoors. More than 55 local, regional and national retailers

and businesses call the Old Mill District home. The Old Mill District – Bend’s most unique shopping, dining, living, and entertainment experience. [www.theoldmill.com](http://www.theoldmill.com)

#### About Envision Realty Advisors

Envision Realty Advisors, LLC and its affiliated companies was founded in 2007. The company offers clients strategic consulting for existing and new developments, tenant and landlord leasing representation and property management.

Envision also partners with top national developers to opportunistically develop and re-develop retail and mixed-use projects. [www.envisionrealtyadvisors.com](http://www.envisionrealtyadvisors.com)

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