

## Gartner of Metro negotiates first Athleta store opened in Philadelphia



### *Athleta*

PHILADELPHIA, PA – Metro Commercial Real Estate, Inc. announced that Athleta has opened its first store in the Philadelphia area this month at 1722 Walnut Street in the heart of Center City. The 4,000 s/f



*Steve Gartner*

store was identified and negotiated on behalf of Athleta by Steven Gartner, president of Metro Commercial Real Estate.

Athleta, a division of Gap, Inc., was founded in 1998 as a catalogue and on-line apparel retailer catering to active women for both athletic and everyday pursuits. Their first store opened earlier this year

in Mill Valley, California, and is now on a select roll-out of markets nationwide. The Philadelphia store, which opened on November 9, 2011, marks its foray into the Eastern US, following a stellar roll-out of stores in New York City earlier this year. Its opening in the Georgetown section of Washington DC came shortly thereafter.

According to Gartner, "The Philadelphia market and Center City in general, was identified early-on as a target market for Athleta's expansion because of its affluence and its highly desirable target market of fitness-oriented woman shoppers."

Kaiserman Companies, Inc. is the landlord of 1722 Walnut Street, the longtime owner of this prized strip of first-class retail along Philadelphia's "Rittenhouse Row." ■