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Stride Rite opens new 1,800 s/f store with a new format in N.Y.C.

July 23, 2008 - Retail

The Stride Rite Children's Group, a leading provider of premier children's footwear, has launched a new store format, Collections by Stride Rite, which combines separate, dedicated shopping areas for kids seven to ten years of age, with an environment for parents to shop for baby and toddler shoes.

The 1,800 s/f store is located in N.Y.C.'s Upper East Side at 1542 3rd Ave. at 87th St. Stride Rite said it has plans to open similar stores later this year in select high-fashion shopping locations.

The new store redefines children's shoe shopping with special environments well-suited for parents shopping with and for babies, toddlers and younger kids, coupled with a newly designed area for one-stop shopping for children's footwear.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540