



CENTURY SQUARE

FOR IMMEDIATE RELEASE

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CENTURY SQUARE ANNOUNCES LULULEMON EXPANSION, SIGNALING CONTINUED LOCAL ECONOMIC GROWTH

Beloved athletic brand opens new store more than triple the size of its previous location, celebrating with community festivities

COLLEGE STATION, TX (February 5, 2026) – [Century Square](#) today announced an exciting new chapter in the continued growth of the bustling mixed-use district, lululemon has officially relocated to a significantly larger space, reinforcing Century Square’s position as College Station’s premier shopping and dining destination adjacent to Texas A&M University.

“The expansion of lululemon underscores the continued success of Century Square and its positive impact on the local economy,” said Clayton Freels, Executive Vice President of Midway. “After outgrowing its original space, the brand expanded within the development to gain increased visibility along University Drive, reinforcing the value of thoughtful mixed-use planning that supports growth and enhances the community.”

[lululemon](#), the global athletic apparel brand known for its high-quality activewear, has relocated to a larger space near CoCo Shrimp. Now occupying 5,766 square feet, the new store opened on Wednesday, February 3, and is more than triple the size of its previous location. The expanded store features a new layout designed to highlight updated apparel offerings, seasonal collections, and technical performance wear for both women and men. lululemon will celebrate its grand opening on Saturday, February 21, with a full day of free workout sessions for all skill levels, inviting the community to move, unwind, and experience the new store. The celebration includes a morning sweat with Orangetheory followed by a mobile health activation with hydration and recovery, an 11 a.m. yoga flow on The Green led by Kelli from The Bridge Yoga with matcha from Zolata inside the store, and a sunset spin class led by Karah from Studio Muse, with shopping and goodie bags after. For more information about the classes, please visit [the website](#).

For more information about Century Square, please visit www.century-square.com or call (979) 559-9380.

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ABOUT CENTURY SQUARE

Century Square is an exciting mixed-use destination adjacent to Texas A&M University in College Station, Texas. Redefining the Brazos Valley, the 30-acre development creates a dynamic community center where people congregate from across the region to experience a walkable, urban destination. The project features premier retail and restaurant establishments, entertainment venues, 60,000 SF of Class-A office, two full-service hotels: The George and Cavalry Court, luxury apartment homes: 100 Park, and an activated central gathering space.

Century Square is developed by [Midway](#), whose leadership team is composed of former students of Texas A&M who are deeply engaged in the University's culture and its vision for the growth of the Brazos Valley. For more information, visit www.century-square.com.