



CENTURY SQUARE



For Immediate Release
January 24, 2022

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APRICOT LANE DEBUTS ITS FIRST LOCATION IN COLLEGE STATION AT CENTURY SQUARE
Carefully Curated Women's Boutique Slated to Open at the Dynamic Shopping, Dining and Entertainment Destination this May

COLLEGE STATION, TX – Houston-based [Midway](#), a privately owned, fully integrated real estate investment and development firm, is pleased to announce that [Apricot Lane Boutique College Station](#) will delight shoppers with its newest, 1,396 square-foot location in [Century Square](#), the 60-acre mixed-use destination adjacent to Texas A&M University.

Slated to open this May 2022 located underneath Century Square Two next to Onward Reserve in the former Kendra Scott space, this marks the first store in the market for the “leading women’s fashion boutique retail franchise.” While Kendra Scott will be opening a permanent store located in the former King Ranch space, King Ranch will be building out a brand-new store within Century Square located next to Lucchese Bootmaker.

Originated in California over 25 years ago, Apricot Lane Boutique, like all the brand’s stores, is independently owned and operated but part of a much larger brand family which works tirelessly to make sure women of all ages are offered flattering, timeless, and fun clothing and accessories that are high-quality and affordable, while continuously giving back to the community it’s located within. The new Apricot Lane Boutique at Century Square will be brought to life by franchisee owners Sydney Gray and her father, Jeff Gray of Houston, Texas.

“I have always loved using fashion as a creative outlet and pursuing a career in the industry has really confirmed how much I enjoy it,” said Sydney Gray, Owner of Apricot Lane. “Finding the perfect outfit is one of my favorite feelings and I want to be there to help other women feel great and confident about their fashion choices. I feel so lucky to be part of a company that places such a large emphasis on giving back to the community.”

Guests who visit the College Station location, within the dynamic and walkable community center, will enjoy a relaxed atmosphere offering the time and space to browse Apricot Lane Boutique’s various lines, try pieces on, and make the perfect choice for you. From that perfect date night dress to a comfy and casual outfit, Apricot Lane Boutique has everything needed to create the perfect look for any occasion. The store also offers fashion consultants who will interact and engage with all its shoppers, making sure to find the

right color, size, and style. Offering an unparalleled customer experience is of utmost importance to the brand, so its dedicated consultants will make certain that shopping at Apricot Lane will be long remembered.

“We are thrilled that Apricot Lane has chosen Century Square as its home for their first location in College Station,” said Laura Harness, Senior Associate of Strategic Leasing & Advisory at Midway. “We pride ourselves on offering a dynamic variety of tenants for our loyal visitors and we are certain that Apricot Lane is the perfect addition.”

The new store at Century Square will be open Monday through Saturday from 10 am - 8 pm, and Sunday from 11 am to 6 pm. Please note that hours are subject to change. Visit [Apricot Lane Boutique's website](#) to learn more about the store or check out Apricot Lane Boutique on [Instagram](#) or [Facebook](#).

Laura Harness of Midway represented the Landlord in this transaction, and Robert Wright of Collett represented the tenant.

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About Apricot Lane Boutique

Apricot Lane Boutique is a leading women’s boutique franchise and member of Country Visions, Inc., and offers a variety of branded, fashion-forward apparel, accessories, and gifts at affordable prices. With 75+ locations nationwide, the company offers a fresh mix of merchandise in-store and online, and customers have the ability to build a current yet unique style.

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 60-acre development creates a dynamic community center where people congregate from across the region to experience a walkable, urban destination. The Midway leadership team is heavily comprised 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. 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.

About Midway

Houston-based Midway is a privately owned, fully integrated real estate investment and development firm that has provided the highest level of quality, service and value to clients and investors for over 50 years. Midway’s portfolio of projects completed and/or underway consists of more than 45 million square feet of properties ranges from mixed-use destinations to office, industrial facilities, and master-planned residential communities. Midway continues to develop projects of distinction, aesthetic relevance and enduring value for investors, clients, and the people who live, work, and thrive in the environment they create.