



**IMMEDIATE RELEASE**

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**WINDWARD MALL ANNOUNCES ARRIVAL OF CHARLOTTE RUSSE**

KĀNE‘OHE BAY (June 13, 2012) – [Windward Mall](#) is pleased to announce the arrival of Charlotte Russe. The specialty retail chain store will open its first location on the Windward side in Fall 2012. Charlotte Russe will make announcements regarding hiring and grand opening events in the near future. The retailer will move into a 5,000-square-foot space formerly occupied by Island Expressions and 808 Bounce, which have since relocated within Windward Mall.

“2012 is an important year for our real estate portfolio. We are excited to be opening 15 new stores, including the new location at Windward Mall,” said Evelyn Lee, senior vice president of marketing at Charlotte Russe. “We’re also building out two new prototype stores that will bring a sexy glam vibe to the shopping experience.”

Charlotte Russe has demonstrated success both on the mainland and in Hawaii by providing young women and teens with trendy and affordable clothing, shoes and accessories. The store’s merchandise appeals to customers looking for great deals on the latest trends.

“We’re excited to give young fashionistas more options at Windward Mall,” said Alex Kirley, marketing manager at Windward Mall. “Charlotte Russe fits in well with our current retail mix and offers trendy clothes and accessories for women in their teens and twenties.”

For additional information about Windward Mall, please visit [WindwardMall.com](http://WindwardMall.com) or call (808) 235-1143. Also, follow Windward Mall on twitter, [Twitter.com/WindwardMall](https://twitter.com/WindwardMall) and Facebook at [Facebook.com/WindwardMall](https://facebook.com/WindwardMall).

### **ABOUT CHARLOTTE RUSSE**

Named after the delicious French dessert, Charlotte Russe began its sweet journey in 1975 with the first store opening in Carlsbad, California. Putting a spotlight on women in their teens and early twenties, Charlotte Russe stores offered access to major fashion trends at value-oriented prices. And over a few exciting decades, the mall-based chain went from 35 stores in Southern California to 500+ stores across the United States and Puerto Rico.

### **ABOUT WINDWARD MALL**

Located at the corner of Kamehameha Highway and Haiku Road in Kāneʻohe, Windward Mall offers shoppers from the Windward side and beyond a mix of national and local retailers with an emphasis on a family friendly atmosphere. Anchored by Macy’s and Sears, the mall has a 10-screen stadium-seating Regal Theater, a 26,657-square-foot The Sports Authority, O‘ahu’s only children’s soft-play area, plus more than 100 stores and eateries. More information is available at [www.windwardmall.com](http://www.windwardmall.com).

Windward Mall is owned by Kamehameha Schools. Kamehameha Schools is a private, educational, charitable trust founded and endowed by the legacy of Princess Bernice Pauahi Bishop. Kamehameha Schools operates a statewide educational system enrolling more than 6,700 students of Hawaiian ancestry at K-12 campuses on O‘ahu, Maui and Hawai‘i and at 31 preschool sites statewide. Thousands of additional Hawaiian learners are also being served through a range of other Kamehameha Schools outreach programs,

community collaborations and financial aid opportunities in Hawai‘i and across the continental United States.

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