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Pryor Cashman Client Joe's Jeans to Open Nine Outlet Stores

Pryor Cashman Client Joe's Jeans, a Los Angeles-based premium denim label, has partnered with Simon Property Group to open nine outlet stores in Simon's Premium Outlet Centers across the country.

"Pursuing company-owned outlet stores allows us to control our off-price distribution in a Joe's branded environment," said Marc Crossman, president and chief executive officer. Joe's Jeans expects to reveal the opening of more full-price retail outposts "in the coming months."

Joe's Jeans expects five of the nine outlet locations to be open by the end of the second quarter, with the remaining opening during the third quarter. The nine outlet locations will give the company an over-all store count of 15.

Pryor Cashman Partners Bradley A. Kaufman, head of the firm's Leasing Group, and Brad D. Rose represented Joe's Jeans in the negotiation of all of the leases.

To read the February 9, 2010 article about Joe's Jeans in *Women's Wear Daily*, entitled "Joe's Jeans to Open Outlets," please [click here](#).