

Retailing

# Patagonia details plans for store in South End's Design Center




Image: Shawn Pridgen

Patagonia operates 40 stores in North America.

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Patagonia hopes to open its first Charlotte store later this year.

Plans call for a 9,000-square-foot store at 1930 Camden Road, says Joy Lewis, Patagonia's head of North American retail.

The Ventura, California-based upscale outdoor outfitter says neighborhood synergies, with people working and living in South End, make the location a good fit. The retailer has been looking at the market for a couple of years now.

As CBJ reported a month ago, [Patagonia will be part of The Design Center of the Carolinas](#) – a historic set of buildings bordered by Camden Road, Hawkins Street, and Worthington and Tremont avenues. Asana Partners purchased the former Nebel Knitting Mill, which dates to the late 1920s, for \$42 million in November 2016. It has worked to reposition the property with a blend of office, retail and restaurants.

Lewis says the goal would be to open the Patagonia store in November or December.

“Because it’s a historical building, there’s a whole lot we want to preserve,” Lewis says. “We really like the story.”

Expansion into the Queen City is a natural progression for the brand. The store allows Patagonia to show up and serve the community in a way that it can't currently do through dealer partnerships. This is a way to enhance those relationships, while providing access to a broader assortment of merchandise – with climbing, surfing, biking and hiking represented. Patagonia sells clothing for men, women, kids and babies as well as backpacks, duffel and tote bags, and gear such as sleeping bags, wetsuits, water bottles and wood-burning stoves.

“You’ll really learn about the brand, what we stand for in the broadest sense globally,” Lewis says.

The South End store will host events that bring the outdoor community together.

“All the places we play are outside of Charlotte,” Lewis says.

The outdoor apparel company, founded in 1973, is recognized internationally for its commitment to product quality and environmental activism. Patagonia donates 1% of sales annually and has contributed over \$100 million in grants and in-kind donations since 1985.

Patagonia has 40 stores, including two locations in Atlanta and one in Nashville, Tennessee.

“Our brand has a larger perceived footprint than we really have,” Lewis says. “The Southeast is really somewhere to keep an eye on.”