

NEWS FROM: Fountains at Gateway

e. Allen boutique plans move to Fountains at Gateway New store to open late summer

MURFREESBORO, Tenn. (May 10, 2017) --- Designer boutique [e.Allen](#) has leased a 1,596-square-foot retail space at [Fountains at Gateway](#), the new Class A office campus and retail district in Murfreesboro, announced developer Scott Graby, president of Hearthstone Properties.

e.Allen offers designer collections for women, luxury denim, fine boots and shoes, handcrafted jewelry and gifts. According to owner Elizabeth Allen, e.Allen specializes in wardrobe styling and teaching customers not only what fashions to wear, but how to wear them.

"We empower women to mix collections and maximize their investment in quality clothing to create a style unique to their life each and every day," said Allen. "The end goal is for each customer to have a versatile wardrobe that serves her for years to come!"

The upscale boutique will be located on the ground floor of One Fountain Plaza, the recently completed office building facing the central plaza. Allen said the store interior will reflect a clean showroom design that enhances customer experience and enjoyment. The store will also include a play space for children to enjoy while adults are shopping.

Construction buildout will begin this month and e.Allen is slated to open in late summer. At that time, e.Allen will move its current Murfreesboro showroom to Fountains and its back room operations to the company's new headquarters at Maple Leaf office center, said Allen.

"As part of our commitment to long term viability, e.Allen continues to invest in this community with an exciting move to Murfreesboro's most innovative new retail district," said Allen. "We are excited to grow alongside our city with progressive fashion and lifestyle trends!"

"We are truly delighted to welcome one of the region's top fashion boutiques to Fountains at Gateway," said Graby. "Elizabeth has created and grown her highly successful e.Allen brand with insightful value-added services and a smart collection of top brands. Combined with the new showroom design at her Fountains store, her fashion-forward Murfreesboro customer base will only continue to grow."

About e. Allen

e.Allen offers designer collections for women, luxury denim, fine boots and shoes, handcrafted jewelry and gifts. The boutique's designer brands include French Connection, Free People, Michael Stars, J Brand, James Jeans, and Splendid.

Owner, buyer and stylist Elizabeth Allen is known for her keen love of fashion and ability to identify trends seasons before they come alive. And e.Allen staff members are equally gifted in fashion, helping women build a versatile wardrobe that will serve them for years to come.

Established in 2008, e.Allen has stores located in Murfreesboro, The Gulch in downtown Nashville, and Franklin. The boutique also has an online store and a mobile showroom to expand its presence. More information about e.Allen can be found at <https://www.eallenboutique.com> .

About Fountains at Gateway

Fountains at Gateway is a 31-acre, Class A mixed-use development located at 1500 Medical Center Parkway in Murfreesboro, Tennessee. The \$80 million development will include 400,000 square feet of office space in three office buildings, 70,000 square feet of retail in three free-standing buildings and street-level retail space in the office buildings, as well as a 100-unit apartment community and a mid-size business hotel.

Phase one of the development includes a four-story, 105,500-square-foot office building and two retail buildings totaling 33,200 square feet. The office building is open and the first retail building, with 11,200-square-feet of space, will be completed this spring.

e.Allen joins Burger Republic, Tom+Chee, Fuzzy's Taco Shop, Board & Brush, Nothing Bundt Cakes, Tressler & Associates/Tressler Title, Anytime Fitness, and Kitchen Fresh in leasing retail space at Fountains at Gateway.

Fountains at Gateway is developed by Hearthstone Properties, a Murfreesboro commercial real estate investment company. The architect and contractor are H. Michael Hindman Architects and Solomon Builders, respectively. Hearthstone is handling retail leasing, and Bill Adair at JLL is handling office leasing.

More information can be found at www.FountainsAtGateway.com .

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