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Bayer Properties Announces Three Concepts for The Forum On Peachtree Parkway

Versona, Chopt and Club Pilates to join Atlanta property retail and restaurant mix

ATLANTA (January 7, 2021) - Three unique concepts will join the lineup at The Forum on Peachtree Parkway, a retail and dining destination in the growing Atlanta submarket of Peachtree Corners, announced Birmingham-based Bayer Properties. Recently opened women's clothing boutique Versona, health eatery Chopt Creative Salad Co. and low-impact exercise chain Club Pilates will be the newest additions to the Atlanta-area development's collection of retailers and restaurants. Building off the strong leasing momentum at The Forum, Bayer Properties is looking to expand its portfolio throughout the Atlanta area.

"Atlanta has emerged as a powerhouse in the Southeast over the last few years, due to investments by major employers like Microsoft and Amazon and the presence of top-tier retail destinations and dining concepts," said Krista Wood, vice president of leasing at Bayer Properties. "Brick and mortar stores and in-person retail experiences aren't dead and we're optimistic that they're going to be around in a big way in the new year, both in Atlanta and around the country. We're excited to add these new concepts to The Forum and look forward to furthering our presence amongst the Atlanta community."

The three concepts joining the mixed-use destination's retail and restaurant lineup are:

- **Versona**, a women's clothing boutique offering on-trend apparel, jewelry, accessories, shoes and gifts. With over 100 locations throughout the country, Versona is a one-stop-shop for fashion-forward items that promote individual style.
- **Chopt Creative Salad Co.**, a gourmet salad chain specializing in seasonal and build-your-own salads. Established in New York, The Forum On Peachtree Parkway storefront will be the concept's fourth location in Georgia.
- **Club Pilates**, a popular pilates chain offering low-impact, full-body workouts through a variety of classes that challenge both the mind and body. Since 2007, Club Pilates has expanded around the globe, bringing mindful exercise to hundreds of thousands of people, serving up over 8 million workouts each year.

Experiential retail and dining concepts continue to increase in demand across the country, especially in Atlanta. According to a 2021 Q2 report by Lee & Associates, the Atlanta retail market has shown no signs of slowing, with vacancy rates remaining relatively unchanged since pre-pandemic times. In 2021, retail bounced back into positive absorption numbers and is expected to continue increasing in 2022. With approximately 3.61 million square feet of inventory space and 2 million square feet of retail space under construction, Atlanta has made investments to continue attracting top-tier retail, dining and entertainment tenants from across the country. Given Bayer's extensive portfolio and continued success



throughout the retail leasing industry, Bayer hopes to build upon Atlanta's strong market and introduce desirable and exciting concepts to the community.

The Forum On Peachtree Parkway is a community gathering hub just northeast of Atlanta with three floors of high-end shopping and dining options. Located near the city's most affluent corridors and known as a creative hub of style and taste, the retail destination offers a variety of amenities for all ages, including outdoor seating areas, local artwork, complimentary WiFi, walking trails, children's activities, an entertainment district, popular events such as yoga and exercise classes and a diverse mix of retailers and restaurants, including Trader Joe's, Pottery Barn, Old Navy, lululemon, Fab'rik, Pandora, HomeGoods and more.

For more information on The Forum On Peachtree Parkway, visit www.theforumonpeachtree.com or visit www.bayerproperties.com.

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About Bayer Properties

At the core of its business, Birmingham, Alabama-based Bayer Properties is committed to creating places people love and providing best-in-class experiences for the communities it serves. Founded in 1983, Bayer currently owns and/or operates single and mixed-use properties, totaling almost 10 million square feet of combined space across the U.S. Bayer offers a diverse collection of client-centric services, including leasing and merchandising, investment and asset management, development, property management, marketing services, construction and tenant coordination, and research and technology capabilities among other offerings. The award-winning firm's portfolio features The Pizitz and The Summit in Birmingham, Alabama; Liberty Center in Cincinnati, Ohio; and The Forum on Peachtree Parkway in Peachtree Corners, Georgia; among others. For more information, visit bayerproperties.com or follow the company on [LinkedIn](#).