

# EILEEN FISHER

## **EILEEN FISHER Announces Opening of Great Barrington Store and Holiday Hours**

EILEEN FISHER, a pioneer in slow, sustainable fashion, has just opened a new retail location in Great Barrington, Massachusetts. This will be the brand's sixth store in Massachusetts and 55th nationwide. Uniquely, the Great Barrington location will serve as a designated "LAB" store, offering a retail experience distinct from other locations. The expanded space will feature sample styles and curated selections from EILEEN FISHER's resale program, RENEW, and will serve as a hub for innovation, experimentation, and deeper community engagement with the brand's values.

The store's holiday hours are Monday through Saturday, 10-6 pm, Sunday 12 noon to 5 pm and will be closed this Friday, July 4, for the July Fourth holiday. The store is located at 316 Main Street, Great Barrington, MA 01230.

### **About EILEEN FISHER, Inc.**

EILEEN FISHER has been making a system of simple, timeless clothes for over 40 years. A socially conscious company, EILEEN FISHER designs its clothing to be part of a circular manufacturing model, starting with sustainable materials, then taking back its clothes to be resold through Renew, the company's take-back program. The company became a B Corp in 2016, which means it voluntarily meets high criteria for social and environmental performance, accountability and transparency. The company's clothes are sold online at [eileenfisher.com](http://eileenfisher.com), in more than 50 EILEEN FISHER stores in North America and over 400 department and specialty stores globally. Good-as-new pieces are resold at [eileenfisherrenow.com](http://eileenfisherrenow.com), in two EILEEN FISHER Renew stores, and select EILEEN FISHER retail stores nationwide.