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## **Edgar & James Specialty Store to Open in Bixby Knolls** ***New Concept Store to Offer Urban Chic Collection of Apparel and Home Goods***

Long Beach, CA—July 28, 2016—Goodwill's new concept store – Edgar & James, A Curated Collection By Goodwill – is opening its doors in Bixby Knolls in late 2016 or early 2017 (pending permit approval). The new Edgar & James store will be located on Atlantic Avenue, just north of Carson Street in Bixby Knolls. The specialty store will offer urban, industrial and farmhouse chic all in one amazing store.

To showcase its distinct retail concept, the Edgar & James storehouse and logo are branded differently than existing stores of Goodwill, Serving the People of Southern Los Angeles County (SOLAC). Edgar & James' store design will have an on-trend industrial and urban appeal. The Edgar & James logo is an elegantly designed mix of fonts that are followed by the phrase, "A Curated Collection By Goodwill."

An Edgar & James branded donation center will be stationed adjacent to the store. The new store and donation center will be based in the same building space that was previously occupied by a Trader Joe's store, which relocated to a nearby shopping center earlier this year.

Bixby Knolls will serve as the second site where an Edgar & James store operates. In March 2016, Goodwill SOLAC opened its very first Edgar & James store in Redondo Beach, which has been well received by local residents, community leaders and the media. The planned Edgar & James site in Bixby Knolls has already generated widespread support among the local civic community.

"We have seen what Edgar & James has done for other communities and believe the store will help continue to activate our business district," said Servando Orozco, President of the Bixby Knolls Business Improvement Association. "We are eager to see how they will transform the space and become a part of the pedestrian zone retail area."

To give local residents an idea of the store's structural appearance and merchandise, Goodwill SOLAC will staff an Edgar & James booth at upcoming First Fridays events hosted by the Bixby Knolls Business Improvement Association. The next First Fridays where the booth will be displayed is slated for August 5, 2016.

Goodwill SOLAC is a nonprofit organization that transforms donated goods into job training, education and placement services for individuals with barriers to employment. Goodwill SOLAC serves 22 cities and communities throughout Southern Los Angeles County. Goodwill SOLAC's main facility—located at 800 W. Pacific Coast Highway in Long Beach—houses its administrative offices, training programs, processing operations, transportation fleet, LiNKs Sign Language & Interpreting Services, a retail store and its e-commerce operations. For more information about Goodwill SOLAC, please visit [www.ThinkGood.org](http://www.ThinkGood.org).

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