



New Retail Concepts Join Merchandise Collection at The Forum Peachtree Corners
Long- and short-term deals secured as part of repositioning strategy at mixed-use destination

Peachtree Corners, Ga. (September 19, 2023) – As North American Properties (NAP) and Nuveen Real Estate (Nuveen) advance their transformation of The Forum Peachtree Corners (The Forum) into a true mixed-use destination, several new businesses are joining the merchandise mix, including national retailers Lovesac, Petfolk, and Stretchlab, along with pop-ups from Auburn Candle Company, The Baby Nook, and Girl Tribe Co.

More information about the latest long-term leases to be signed at The Forum is below:

[Lovesac](#) – This technology-driven company designs, manufactures, and sells unique, high-quality furniture that’s guaranteed for life. It offers modular couches called Sactionals, premium foam beanbag chairs called Sacs, and associated home décor accessories, including its latest innovation in home audio, Sactionals StealthTech Sound + Charge. Upon opening next to Chico’s in spring 2024, Lovesac at The Forum will be the ninth location in Georgia and fourth in NAP’s portfolio.

[Petfolk](#) – Founded by vets with decades of experience in clinical practice, Petfolk is a tech-forward animal hospital and pet care center built with pets and their owners in mind. Veterinary services include exams, vaccinations, urgent care, nutrition, diagnostic testing and digital radiology, and more. The Forum location opens this October by Chipotle, marking the brand’s second brick-and-mortar in metro Atlanta.

[Stretchlab](#) – Recognized for its customized, assisted-stretch sessions, Stretchlab is a wellness concept specializing in one-on-one routines led by nationally accredited flexologists. Using a proprioceptive neuromuscular facilitation (PNF) approach coupled with dynamic and static stretching, the team is able to identify tightness and imbalances in the body and build a custom routine for each client to develop a wider range of motion and flexibility. Stretchlab opens next to Club Pilates at The Forum this winter.

NAP’s in-house ancillary revenue team has also executed the following temporary license agreements at The Forum:

[Auburn Candle Company](#) – Established in 2020 and based out of Auburn, Alabama, Auburn Candle Company hand-crafts signature candles utilizing custom-blended soy wax, premium phthalate-free fragrance oils, and clean-burning cotton and paper wicks for long-lasting, true-to-scent fragrances free from additives and dyes. In addition to shopping pre-poured candles and other bath, body, and home goods, candle lovers can develop their own signature creations with help from scent stylists at the in-store pour bar. Its year-long pop-up at The Forum, opening in October, will be the company’s first venture in Georgia.



[The Baby Nook](#) – A haven for anyone seeking the perfect baby essentials and gifts, The Baby Nook will feature a thoughtfully selected collection of baby items that combine functionality, safety, and aesthetic appeal. The year-long pop-up will open in October next to Soft Surroundings.

[Girl Tribe Co.](#) – NAP is expanding its existing relationship with Charlotte-based Girl Tribe Co. to bring a temporary store to The Forum from October 6 through December 31. Created by childhood best friends and self-funded co-founders Sarah Baucom and Carrie Barker, the brand offers a curated collection of clothing, graphic tees, accessories, and lifestyle products designed to make every woman feel confident, empowered, and stylish. A combination of proprietary products and items made by local female entrepreneurs will be available for purchase in Suite 505, next to HomeGoods. Girl Tribe Co. also plans to host a series of events, workshops and networking sessions during its stay at The Forum.

These forthcoming brands join [KeenaBela](#), [Gifts We All Want](#), and [Go! Calendars, Toys, and Games](#) as the latest additions to The Forum’s evolving tenant collection, curated by NAP. KeenaBela, an Atlanta-based premium, eco-friendly sleep, lounge, and resort-wear brand officially opened its year-long pop-up at The Forum last month, plus, specialty boutiques Gifts We All Want and Go! Calendars, Toys, and Games have once again returned for the holiday season.

“We have seen a tremendous amount of interest from small, local business owners looking to grow their brands in a low-risk, incubator-style environment,” said Emily Narchus, director of ancillary revenue at NAP. “As our leasing and development teams continue moving forward on The Forum’s renaissance, we are excited to play a part in upgrading the center’s retail makeup.”

NAP is nearing completion on the north end plaza and anticipates an early fall delivery of the 1,700-square-foot greenspace, the first and smaller of two community-driven spaces the firm is adding to the property as part of its overall redevelopment. Upon completion, The Forum’s signature events, which run through October, will be relocated to the new gathering spot. Tenant buildouts surrounding it will continue, including Politan Row at The Forum; however, NAP will pause additional common area construction for the holidays and pick back up in January 2024.

Along with the ongoing retail improvements, renovations to the office lobby in building 5185, anchored by Trader Joe’s, are now complete. The Forum has partnered with the [Peachtree Corners Photography Club](#) to display and sell winning pieces from its first juried exhibition in the refreshed entrance.

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