



**North American Properties Secures Three New Brands for The Forum Peachtree Corners**  
*Kendra Scott, Sucré, and The Now Massage to join lineup as redevelopment momentum rises*

**Peachtree Corners, Ga.** (April 11, 2024) – North American Properties (NAP) and Nuveen Real Estate announced today three new businesses are planting flags at The Forum Peachtree Corners (The Forum), including Kendra Scott, Sucré, and The NOW Massage. These additions come as part of the duo’s ongoing efforts to reposition the 22-year-old lifestyle center as a trendy downtown destination.

“As we continue revamping The Forum into a neighborhood hotspot, creating a welcoming environment filled with in vogue brands that guests love is at the forefront of our redevelopment strategy,” said Brooke Massey, director of leasing at NAP. “We’re excited to keep expanding our merchandising mix with more experiential concepts that motivate guests to extend their time on property. In addition to these new leases, several tenants are on track to open over the next few months, and we can’t wait to see the impact.”

More information about the latest deals to be signed at The Forum is below:

**Kendra Scott** – Known for its plethora of accessories and innovative, customizable Color Bar experience, renowned jewelry brand Kendra Scott blends classic designs with modern sophistication to create meticulously crafted pieces. Influenced by the personal encounters and travel of its founder and designer, Kendra Scott jewelry celebrates individuality and self-expression. The growing brand also puts philanthropy at the core of its mission, donating over \$50 million to local, national, and international causes since its inception in 2010. The 2,284-square-foot space, situated next to Lovesac, opens later this spring, marking the retailer’s fourth location in the NAP portfolio.

**Sucré** – Founded in New Orleans, Sucre is a luxury brand patisserie known for its macarons, gelato, and unique handmade, French-inspired desserts and treats. Focusing on the guest experience, Sucre offers an escape from reality through its high-end, elegant ambience and signature Southern hospitality infused with European flair. The sweet boutique will occupy a 1,718-square-foot space on the north end of the property and is slated to open later this year. Georgia is the brand’s first out-of-state venture, with The Forum being its third metro Atlanta location and eighth overall.



**The NOW Massage** – Offers an oasis to disconnect from the outside world and reconnect within through the healing benefits of massage therapy. The NOW is celebrated for its thoughtfully crafted menu, healing products and elevated aesthetic, inspired by exotic beachside destinations from around the world. The customizable menu offers guests three signature massage styles and a variety of exclusive enhancements like Deep Tissue, Herbal Heat Therapy, Hemp Calm Balm, Gua Sha, Gliding Cupping and more. Located near Mojito's, the 2,414-square-foot massage boutique debuts late summer.

These businesses join Alloy Personal Training (opening this month), Cookie Fix (open), Gallery Anderson Smith (opening this month), Giulia (opening this spring), Lovesac (open), Nando's Peri-Peri (coming winter 2024), and Stretchlab (open) as the latest additions to The Forum's diverse tenant collection, curated by NAP. Since acquiring the property in March 2022, NAP has executed 39 deals with new, existing, and temporary tenants alike.

To stay up to date on the latest property news and happenings, follow The Forum on [Facebook](#), [Instagram](#), and [X](#) or visit [theforumpeachtree.com](http://theforumpeachtree.com).

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### **About The Forum Peachtree Corners**

The Forum is Peachtree Corners' favorite spot for getting together and branching out. With an all-are-welcome attitude, we're continually refreshing the space with new builds, new bites, and new brands — so there's more to do and discover each day. Next time you're looking for a place to meet a friend, take the family or discover something new, come on in to our small-town downtown. We look forward to having you.

