

J. McLaughlin

J.MCLAUGHLIN NOW OPEN IN GRAND BOULEVARD AT SANDESTIN

NEW YORK, NY – May 19, 2015 – J. McLaughlin, the classic American clothing and accessories brand for women and men, is expanding its presence in Florida with the launch of its Miramar Beach store. The 1,178 square foot store is now open and located at 495 Grand Boulevard, suite 107, next door to L'Occitane.

"J. McLaughlin is excited to open our Miramar Beach location in Florida and our 101st location nationwide," says Co-Founder Kevin McLaughlin. "There is a lot of energy in the Sandestin area, and we are excited to enter into a new area in Florida. Not only is it beautiful but it's a great area for leisure and relaxing which is a large part of our brand identity."

The design of the Miramar Beach store features all of the elements of the trademark J. McLaughlin store experience, fresh but familiar: an inviting feeling with distinctive architectural details, furnishings and décor, including paint finishes derived from the signature brand palette.

The Miramar Beach store brings J. McLaughlin's retail portfolio to 101 stores.

About J. McLaughlin

Two brothers, Jay and Kevin McLaughlin, started J. McLaughlin in 1977. Their mission was to create a new American sportswear brand that offered two key components: classic clothes with current relevance and a retail environment that had a neighborhood feel.

The J. McLaughlin brand values tradition. It is more about style than fashion: straightforward, unpretentious, devoid of the superfluous. Silhouettes are timeless with a sense of the familiar. True to the brother's vision the stores have a warm residential feel and exemplary customer service. This coupled with the company's culture of "being good neighbors," ensures that J. McLaughlin is both a welcome and active member of each community in which they are located.

The brand believes in American nostalgia and has an understated charm that is uniquely its own. Always optimistic, with a bit of wit and wonderfully original.

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