

# FIRST STREET

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## JOHNNY WAS IS COMING TO FIRST STREET NAPA

*Women's Boho Chic Retailer Expected to Open in Early Summer*

**NAPA, CA, Feb. XX, 2023** — First Street Napa, the premier shopping and lifestyle destination in the Napa Valley region, today announced that California apparel brand Johnny Was has signed a 10-year tenant occupancy lease. Johnny Was will open on First Street Napa in the early summer of this year.

Johnny Was, a highly popular boho-chic, vintage-inspired women's apparel, accessories and home goods retailer, will occupy 1,775 square feet of space at 1210 First Street, adjacent to Archer Hotel Napa in Downtown Napa.

The Johnny Was First Street Napa store location will feature the current Johnny Was collection including:

- tunics, kimonos, a variety of printed dresses, cashmere sweaters, denim jackets, silk pajama sets, blouses, occasion dresses and swimwear
- beautiful selections of jewelry, belts and accessories
- Johnny Was' signature women's ready-to-wear
- embroidered bags and Italian leather handbags
- footwear including boots, sneakers
- blankets and vibrant home accessories
- three new Johnny Was fragrances available in eau de parfum and candles

"Johnny Was is very excited to be part of downtown Napa and to introduce our brand and collections of unique clothing and accessories to the Napa community," said Catherine Nation, SVP Retail. "As a destination, First Street Napa offers a thoughtfully curated combination of retail, culinary, hospitality, artistic and cultural experiences, which fits very well with our vision to deliver the aspirational California lifestyle to our customers."

"Johnny Was is well known for its unique designs and accessories that reflect the quintessential California lifestyle, which fits perfectly with the unique varieties of retailers we have on property," said Todd Zapolski, principal and managing member, First Street Napa. "First Street Napa is the destination in the Napa Valley region for retail brands that want to reach visitors from around the world who aspire to experience the California lifestyle."

### **About Johnny Was**

Founded in 1987 and headquartered in Los Angeles, Johnny Was is a high-growth apparel brand, which designs, markets, and sells boho-chic, vintage-inspired women's apparel and

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accessories in the U.S. and internationally through ecommerce, retail, and wholesale channels. For over 30 years, the Johnny Was brand has been known for uniquely beautiful and high-quality garments distinguished by colorful patterns, intricate embroidery, and great design. Visit [www.johnnywas.com](http://www.johnnywas.com).

## **About First Street Napa**

First Street Napa is a mixed-use shopping and lifestyle destination property spanning three city blocks in the heart of downtown Napa. First Street Napa features Napa's top independent artisan retailers, popular national retail brands, exceptionally designed landscaping and seating areas, and locally curated art installations that appeal to visitors of all ages. The property was developed by Zapolski Real Estate LLC in cooperation with Trademark Properties as part of its vision to create an immersive destination experience for shopping, wine tasting, lifestyle, dining, hospitality, cultural exhibitions, and community events. Visit [www.firststreetnapa.com](http://www.firststreetnapa.com) and follow @FirstStreetNapa on Facebook, Instagram, and Twitter for complete details on other opening activities and special events.