

Colonial Williamsburg

The Colonial Williamsburg Foundation

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colonialwilliamsburg.org

Colonial Williamsburg's Merchants Square Welcomes Eight New Tenants, Announces Lease Renewals of Six Existing Stores

WILLIAMSBURG, Va. (Aug. 5, 2021) – Colonial Williamsburg’s Merchants Square will welcome eight shops in the coming months, adding new retail and dining offerings to the historic shopping district’s increasingly robust list of tenants, now totaling 47. The new stores join six existing Merchants Square tenants who are renewing their expiring leases.

“We are delighted to welcome new tenants and thrilled that our current tenants continue to see the value of our premiere location and want to remain a part of Williamsburg’s vibrant downtown shopping district,” said Jeff Duncan, Colonial Williamsburg’s vice president of Real Estate.

The opening in May 2021 of Colonial Williamsburg’s Brick & Vine store provided a unique opportunity to expand the retail shopping options in Merchants Square. Combining the former Craft House, Williamsburg at Home, and Boxwood & Berry shops into the new Brick & Vine space enabled the development of several new, smaller retail shops. Additional announcements are planned soon that will expand Merchants Square further to more than 50 retail and restaurant locations.

“We look forward to welcoming these businesses to downtown Williamsburg. This has been a very difficult year for retail, but our loyal local shoppers and support from our Economic Development team has allowed downtown Williamsburg to survive the crisis. Now we are ready to thrive,” said Rick Overy, chairman of the City’s Economic Development Authority. “A diverse offering of specialty brands is one of the many aspects that makes Merchant Square such a very attractive destination. This also reflects the strength of the Colonial Williamsburg brand and a lot of hard work by a lot of people, including the commitment of our existing business owners.”

Lease negotiations were handled by Dawn F. Griggs, SIOR and Drew Haynie with Cushman & Wakefield Thalhimer on behalf of The Colonial Williamsburg Foundation.

New tenants

J. McLaughlin, FatFace, and Penny and a Sixpence have leased retail spaces in the former Williams Sonoma building at 440 W. Duke of Gloucester Street.

- **J. McLaughlin**, a fashion retailer, plans a fall 2021 opening. www.jmclaughlin.com
- **FatFace**, a UK based apparel retailer, plans a fall 2021 opening. This will be FatFace's second Virginia location. <https://us.fatface.com/>
- **Penny and a Sixpence**, a silver jewelry and novelty store, plans a fall 2021 opening.

Saladworks enters the Williamsburg market with their first location at the space formerly leased as a Bottle Shop at 401 W. Duke of Gloucester Street. The space will feature outdoor dining, carry-out and interior seating. A fall opening is planned. <https://saladworks.com>

William and Harry, a menswear store that features johnnie-O sportswear, has leased a new storefront in the former Williamsburg at Home building at 400 N. Boundary Street. William and Harry is a new store to the Williamsburg market.

J. Fenton leased the prominent retail space previously occupied by Everything Williamsburg at 415 W. Duke of Gloucester Street. Renovations are underway, and a late summer opening is planned. J. Fenton will relocate their existing store in the Henry Street shops to their new Duke of Gloucester Street shop.

Shaheen, Ruth, Martin & Fonville, DBA SRMF Real Estate, LLC leased a new storefront in the former Williamsburg at Home space at 439 W. Duke of Gloucester Street.

CowanGates law firm leased a new storefront in the former Williamsburg at Home space at 439 W. Duke of Gloucester Street.

Tenant Lease Renewals

R. Bryant, Ltd. has a new owner as Jamie Lavin, a lifelong Williamsburg resident and former R. Bryant employee, has taken over the location following the retirement of the store's namesake, founder Rusty Bryant, and has entered into a new lease for the existing retail space at 429 W. Duke of Gloucester Street. Renovations to the interior are underway and a fall reopening date is planned.

Talbots renewed their lease of their two-story, signature, corner location retail store at 445 W. Duke of Gloucester Street.

Chico's renewed their lease for their store at 422 W. Duke of Gloucester Street.

The French Twist has renewed their lease for their store at 409 W. Duke of Gloucester Street.

The Campus Shop renewed their retail lease at 425 Prince George Street.

The General Society of the Sons of the Revolution renewed their lease of office space in Colonial Williamsburg's "The Stable" building, located at 412 W. Francis Street.

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The Colonial Williamsburg Foundation preserves, restores and operates Virginia's 18th-century capital of Williamsburg. Innovative and interactive experiences highlight the relevance of the American Revolution to contemporary life and the importance of an informed, active citizenry. The Colonial Williamsburg experience includes more than 600 restored or reconstructed original buildings, renowned museums of decorative arts and folk art, extensive educational outreach programs for students and teachers, lodging, culinary options from historic taverns to casual or elegant dining, the Golden Horseshoe Golf Club featuring 45 holes designed by Robert Trent Jones and his son Rees Jones, a full-service spa and fitness center, pools, retail stores and gardens. Philanthropic support and revenue from admissions, products and hospitality operations sustain Colonial Williamsburg's educational programs and preservation initiatives.

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