
NEWS RELEASE

Levin Management
975 Route 22 West
North Plainfield, New Jersey 07060

Media Contact: Christine Ziomek / (201) 796-7788 / chris@caryl.com / [@carylcomm](https://www.facebook.com/carylcomm)

EUROPEAN WAX CENTER TO OPEN AT ST. GEORGES CROSSING ***Leader in Healthy Waxing to Occupy 2,641 Square Feet at Levin-Managed Center***

WOODBIDGE, N.J. – Jan. 24, 2013 – The business of beauty remains a strong and profitable retail segment, with spas and salons of all sizes expanding in every community across the country. [European Wax Center](#) illustrates this trend, recently leasing 2,641 square feet of space at [St. Georges Crossing](#) in Woodbridge, announced [Levin Management](#), exclusive leasing and managing agent for the 317,471-square-foot shopping center.

Levin's leasing representative Joseph DeFeo negotiated the long-term lease, which will bring retail occupancy at the center to 100 percent. Danielle Brunelli of R.J. Brunelli & Co. Inc. served as the tenant's broker in the transaction.

With more than 400 locations nationwide, European Wax Center provides professional, convenient facial and body waxing for men and women at affordable prices, in a clean and professional environment. Guests also can enhance their experience and preserve their results with the European Wax Center's specialized line of high-end pre- and post-care products.

"The addition of European Wax Center is a nice complement to our tenant mix and will round out the many other professional services offered at our center," said Michael Cohen, vice president of leasing. "The retailer is a successful and rapidly growing brand that provides nothing short of excellent services and experiences to customers. This new location will offer consumers premium service in an attractive environment."

Anchored by ShopRite, other tenants at the center include P.C. Richard & Son, PetSmart, Taco Bell, Bertucci's, Golf Galaxy, Pier 1 Imports, GameStop, and Shannon Rose Irish Restaurant and Pub at this popular shopping destination. Situated at the intersection of Routes 1 & 9 in Woodbridge, St. Georges Crossing serves a growing residential population of 337,266 within a five-mile radius. The marketplace offers an

more-

average household income of more than \$84,000, and the daily traffic count is in excess of 100,000 vehicles.

European Wax Center's expansion to St. Georges Crossing is indicative of nationwide trends in this sector. According to the Bureau of Labor Statistics, the salon and spa industry is a vibrant and growing component of the U.S. economy, with more than 974,000 total establishments and annual sales of more than \$40 billion. "European Wax Center has had great success in New Jersey, and was drawn to St. Georges Crossing due to the center's strong demographics and high visibility. This represents a new retail category for the center, and one that we expect to do very well," Cohen adds.

Having celebrated its 60th year in 2012, Levin Management is one of the nation's leading retail real estate services firms, with a strong focus in the northeastern United States and an owner's approach to the business. Today, the North Plainfield, N.J., company offers a full range of services for a diverse 90-property, 12.5 million-square-foot portfolio. These assets include neighborhood, community, lifestyle and power centers, as well as enclosed malls, downtown stores and mixed-use projects in New Jersey, New York, Pennsylvania, Virginia, and North Carolina. Levin specializes in repositioning, retenanting and renovating retail properties – areas that have become particularly vital for today's institutional, fiduciary and individual property owners.

###

[About Levin Management](#)