

# ATLANTA

## DAIRIES

FOR IMMEDIATE RELEASE...

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### CITY CHAMPION, PROPER WAX, AND PARADISO PLANT SHOP JOIN ATLANTA DAIRIES LINEUP

*Dan Collier (The Merchant, Archer Paper Goods, Sweet Inman's + More) Brings Three New Retail Concepts to the Redevelopment, Set to Open Mid-Summer 2021*

**ATLANTA:** On the heels of announcing a September opening at The Eastern music venue and its first retail tenant, YOUNG BLOOD, [Atlanta Dairies](#) is thrilled to unveil three new retail tenants from Dan Collier. Set to open at the historic redevelopment mid-summer, City Champion, Proper Wax, and Paradiso Plant Shop are three new concepts from Dan Collier and team, most notably known for shops across Atlanta and beyond including The Merchant, Archer Paper Goods, Sweet Inman's, Collier Candy Co., Daily Dose, Read Shop and more.

"We have a long-standing relationship with Dan Collier, and his shops have been key retail components to many of our development projects, including Krog Street Market, Vinings Jubilee and Optimist Hall in Charlotte," said David Cochran, President and CEO of Paces Properties. "We are thrilled to have Collier's shops as part of the Atlanta Dairies retail lineup and even more thrilled to be home to three new concepts for the growing Collier brand."

From its inception, Collier and his team found interest in the fast-growing Reynoldstown redevelopment. "When COVID hit, I encouraged my team to study trends to best predict what retail may look like post-pandemic, and with that came these new adventures which we cannot wait to execute," said Collier, Principal at daniel\*richards. "It's always exciting to be a part of something bigger than ourselves. We love the location, and the Reynoldstown area is untapped when it comes to retail."

Discover more about each concept below.

#### **CITY CHAMPION**

**Stats:** 1,314 SF

City Champion brings back the nostalgia of the glory days while pairing contemporary style with old-school cool. Based out of Atlanta, City Champion is set to focus on regional apparel that represents the civic pride of the city and the state of Georgia. Most items carried will be custom made by City Champion and manufactured in-house. Amid City Champion's athletic-themed shop, guests will find unique apparel, gifts like postcards and pins, and vintage pieces that will make them feel victorious.

#### **PROPER WAX**

**Stats:** 516 SF

Proper Wax will be the go-to place for all candle lovers, new and old. The shop will carry well-known popular candle brands mixed with new-to-market candlemakers. Proper Wax's doors will open with curated candles for even the most selective candle enthusiast. Fixtures throughout the space carry clean lines and will marry industrial metal shelving and brass lighting.

#### **PARADISO PLANT SHOP**

**Stats:** 1,339 SF

Paradiso Plant Shop will make any humble abode a living paradise. The shop will focus on houseplants, plant accessories, and plant supplies and will carry all things needed for new and experienced plant parents. Paradiso's ceramic and planter selection will have an emphasis on small-batch and local artisans. Guests can expect the space to have a southwestern flair with deep greens, orange crush tile, and copper accents.

Recently tapped by Paces Properties, retail leasing team JLL is set to bring additional retail and entertainment offerings to the BeltLine-adjacent historic adaptive reuse project. For leasing opportunities, contact JLL's Caroline Moore at [cmoore@thewilbertgroup.com](mailto:cmoore@thewilbertgroup.com) or 843-360-9851.

Interviews with Paces Properties and Dan Collier are available upon request.

**ABOUT PACES PROPERTIES:** Founded in 1972, Paces Properties is a private real estate development firm specializing in the development, construction and leasing of urban-infill mixed-use projects featuring specialty retail, loft, office, hospitality, and multifamily assets in the Southeastern U.S. Having served as Paces' core principle since inception, the company's mission remains: A commitment to excellence in creating distinctive, experiential, and inspiring environments to live, work and shop. Paces is a well-capitalized entrepreneurial company with an exemplary track record. Paces and its principals have been involved in the acquisition and development of over 5,000 residential units and over 1MM square feet of retail and office projects. Paces Properties' noteworthy projects have included Krog Street Market, Atlanta Dairies, Larkin on Memorial, Atlanta Stove Works, The Office Apartments, Vinings Jubilee and Optimist Hall in Charlotte. For more information, visit [pacesproperties.com](http://pacesproperties.com).

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