

North American Properties Signs New Deals at Avenue East Cobb

Strong leasing momentum continues one year following redevelopment upgrades

Marietta, Ga. (Oct. 9, 2024) – One year after completing redevelopment, efforts to refresh Avenue East Cobb’s (AEC) merchandising mix continue with the addition of Boll & Branch, Nic + Zoe, Giulia, Luga, and Tenku Sushi Elevation (Tenku). This deal set brings AEC to 96% leased, up from less than 75% when North American Properties (NAP) took over management in July 2021.

“It’s been such an exciting journey introducing new retailers, restaurants, and entertainment to the East Cobb community – and it’s only going to get better,” said Madison Murphy, AEC marketing manager. “There’s nothing we love more than creating memorable guest experiences, and these additions will certainly help us do that.”

New to AEC

Boll & Branch – Luxury bedding company Boll & Branch is expanding its Georgia presence with the opening of its second location in the state at AEC. Founded in 2014 and known for its commitment to sustainability, the brand prioritizes using the finest 100% organic cotton to craft its high-quality sheets, towels, and home goods. These products are made free from toxins and ethically produced directly by farmers and artisans, ensuring fair wages and responsible sourcing. Aiming to provide luxurious comfort while supporting a more sustainable and equitable textile industry, the brand’s 2,000-square-foot store is slated to open next to Barnes & Noble later this winter.

Nic + Zoe – Founded in 2006 by Dorian Lightbown, a designer with over 20 years of fashion industry experience, Nic + Zoe is a retailer that elevates real women’s everyday style with artistry and ease. Drawing on her background in knitwear, Lightbown sought to infuse the brand, named after her two children, with inventive textures and patterns to create pieces that are both chic and comfortable. Slated to open in time for the holidays in a 1,200-square-foot space near Kendra Scott, this marks the brand’s first Georgia store.

Giulia – Following the success of their first location at The Forum Peachtree Corners, brothers Ben and Seth Gjuka are expanding their vision with the opening of Giulia East Cobb in spring 2025. Inspired by the age-old Italian art of baking, Giulia uses natural, high-quality ingredients to create an exceptional experience for every customer. Crafted with care and attention to detail, the menu features a range of signature pastries including delicate croissants and savory sandwiches, along with a selection of coffee drinks like bold espressos, smooth macchiatos, and frothy cappuccinos. The intimate 900-square-foot patisserie will be designed as a cozy, welcoming space for guests to relax and enjoy conversations with friends. Its location next to the Gjuka brothers’ forthcoming sister restaurant Luga will create a harmonious culinary destination, offering both casual Italian delights at Giulia and a full-service dining experience at Luga.

Luga – Also set to debut at AEC in spring 2025, Luga is the newest Italian concept from the Gjuka brothers. The 4,400-square-foot restaurant promises a blend of casual elegance, offering a unique culinary experience with every detail reflecting the authenticity of Italian cuisine. The décor will feature a thoughtful mix of textures, layers, and botanicals to create a warm and inviting atmosphere. A luxurious 28-seat bar will be the focal point of Luga, perfect for socializing and watching the artistry of cooking unfold in the restaurant’s spacious open kitchen. Additional design elements include a 20-person private dining room for intimate gatherings and a retractable glass wall that opens onto a stunning patio, creating a seamless connection between indoor and outdoor dining. The seasonal, one-page menu is a masterpiece of simplicity, featuring fresh antipasti, crisp salads, Roma-style pizzas, and house made pastas. Each dish is crafted with high-quality ingredients, allowing the flavors to shine without overwhelming choice.

Tenku Sushi Elevation – Blending innovative Japanese cuisine with modern gastronomy, Tenku is slated to open its elevated sushi dining experience at AEC in summer 2025. Known for creating dishes that are both flavorful and artfully presented, the restaurant’s menu features fresh, expertly crafted nigiri and sashimi, signature rolls, robata grills, omakase, and unique appetizers like flame-seared marinated octopus. Design plans for the 2,500-square-foot jewel box restaurant and rooftop bar include sleek, minimalist décor and Japanese artwork that evokes an elegant, relaxed ambience, perfect for special occasions or casual nights out with friends. Tenku at AEC marks the brand’s second location.

These businesses join recently opened [eLo Vegan Lifestyle](#) and [Super Chix](#) as the latest additions to AEC’s diverse tenant collection, curated by NAP.

For more information and to stay up to date on the latest property happenings, visit AEC’s [website](#), [Facebook](#), [Instagram](#), and [X](#).

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About Avenue East Cobb

Originally opened in August 1999 as one of the first outdoor, pedestrian-friendly lifestyle centers in the U.S., Avenue East Cobb (AEC) is a 30-acre development located in affluent Marietta, Georgia. In July 2021, North American Properties (NAP) entered a joint venture partnership with AEC’s owner PGIM Real Estate to reposition the dated asset as a trendy, family-friendly ‘hometown hangout’ through value-add improvements and a merchandising revamp. NAP launched its redevelopment of AEC in August 2022 and completed it in a year, debuting the revitalized destination in September 2023. Now, AEC is known as a comfortable social gathering hub complete with popular retailers, high-end service providers, upscale casual dining, and year-round event programming.