



For Immediate Release

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RETAIL GROUP OF AMERICA BRINGS SERGENT MAJOR TO HOLYOKE MALL



Holyoke, MA – Retail Group of American announced earlier this year that they would be partnering with Pyramid Management Group in the opening of several international brand retail locations in the United States. Holyoke Mall will be welcoming a variety of these European fashion stores later this year including Sergent Major.

A children’s fashion brand based in Paris, Sergent Major brings catwalk elegance to its collection for children. But the brand also places high value on practical, comfortable clothing for kids, and sticks firmly to its central values: fantasy, creativity and quality.

The belief at Sergent Major is that children should remain children – enjoying the dreams that separate them from the adult world. The brand’s collections are designed to achieve this end by a team of expert stylists based in France, and separate collections are available for baby boys and girls from one to 12 months, and three to 24 months. There are also fun clothes for children from two to seven, and eight to 14 years of age, so you can find exactly what your little one needs with maximum convenience. To find our more, visit www.sergentmajor.com.

To get the latest updates and information on these exciting additions to the center, please visit our website at www.holyokemall.com, like us on Facebook, www.facebook.com/HolyokeMall or follow us on twitter, www.twitter.com/HolyokeMall.

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Holyoke Mall at Ingleside is a 1.6 million square foot enclosed shopping center in Holyoke, MA that is located at the “Crossroads of New England” at the Intersection of I-90 and I-91, drawing customers from four states including MA, CT, VT and NH. Western New England’s largest shopping destination with over 18 million visitors per year, Holyoke Mall has nearly 200 specialty shops, restaurants and department

stores including Macy's, Target, Apple, Pottery Barn and Uno Chicago Grill. For more information regarding new stores and special events, please visit www.holyokemall.com. You may also follow us on Facebook and Twitter.

Retail Group of America is the U.S. operating arm of [Fawaz Al Hokair Fashion Retail](#), the global franchise leader based in Saudi Arabia. Al Hokair operates franchise retail across multiple fashion classifications including women's, men's and children's apparel, footwear and accessories, cosmetics and lingerie. With more than 70 fashion brand partners, the Al Hokair Group operates over 1500 boutiques globally. This diverse retail operation includes locations in the Kingdom of Saudi Arabia, the Middle East, North Africa, the CIS, and in the U.S.