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O Bag Brightens Up Lincoln Road

MIAMI BEACH, FL – July 28, 2015 – Miami Beach is a melting pot of different cultures and nationalities and if you think gelato and pasta are the only Italian things you can get on the beach, think again. The Italian accessories brand, O Bag is bringing its international flare to world famous Lincoln Road.

O Bag has signed a 5-year lease with Terranova for 675 square feet at 830 Lincoln Road in Miami Beach projected to open for the 2015 holiday shopping season.

O Bag was established in Italy in 2009 with a focus on creating colorful and quirky objects of desire and has since exploded in Europe and now close to 100 stores worldwide. Their offerings include a variety of products such as bags of all shapes and sizes, pocket and wrist watches, assorted jewelry, and sunglasses all of which are made of highly durable elastomeric foam, a silicone-like material. Each product you purchase from O Bag is completely customizable with interchangeable faces for watches and various strap and trim options for bags. “What gets people excited about this concept is the affordable price with bags starting at \$75,” says O Bag’s business development consultant Stephan Fortier. “It has become the go to accessory for many celebrities in Europe.”

Lincoln Road has long been the heart of Miami Beach and home to a healthy shopping and dining district. The essence of Miami style is threaded throughout the strip in the architecture, the people, and the tenants themselves. This is a unique area that cannot be replicated anywhere in the world which only adds to the appeal of the location. Just like Lincoln Road, O Bag is unique and offers its customers personalized options so they won’t have to worry about seeing someone with the exact same bag or watch.

O Bag’s expansion to this famous 8 block strip marks the brand’s arrival into the Florida market and their second store in the United States. “Lincoln Road’s close proximity to the beach makes a stylish, versatile beach bag that can double as a purse an important staple for locals and tourists alike,” says Terranova’s executive vice president Mindy McIlroy who represented the landlord in the deal. “O Bag’s multipurpose, unique, and colorful products can do just that and are going to be a great addition to the vibrant culture of Miami Beach and its visitors.”

O Bag will be located between Scene shoe store and Fossil on the 800 block of Lincoln Road and Jefferson Avenue. They will be joined by tenants such as Urban Outfitters, Lululemon, Armani Jeans, Steve Madden, and various eateries.

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