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New L.A. Showrooms at Dallas FIG

Los Angeles-based showrooms **L'Atelier**, **Joanne Fiske Showroom** and **Jennifer Lazarus Sales** have signed leases for permanent space at the **Fashion Industry Gallery (FIG)** apparel mart in Dallas.

The showrooms are taking up space in Dallas as a result of the FIG's second-floor expansion. As a result of the leases, the FIG is now completely leased-up. The center, located in the downtown arts district, opened two years ago as a home for contemporary lines. The building is owned and managed by **Brook Partners**.

Joanne Fiske, whose home base is at **The New Mart** in Los Angeles, will sell the entire line of **Juicy Couture**, including menswear, footwear, swimwear, fragrance and accessories—as well as additional lines such as **Castle Starr** and **Twill Twenty-Two**—in Dallas.

Lazarus, who operates **Showroom 903** in The New Mart, will sell **Joe's Jeans**, **C&C California**, **Da Nang** and **Dream Society**. **L'Atelier**, based in the **California Market Center**, will sell **True Religion** in Dallas.

The showroom owners had previously maintained space at the **Dallas Market Center** and were occupying smaller, temporary space at the FIG until the second-floor project was completed.

Other recent tenants include **10eleven/ Hatch**, **Trina Turk** and **Dolce Vita**. For more information, visit www.fashionindustry-gallery.com.—R.M.