



FOR IMMEDIATE RELEASE

Tuesday, November 26, 2024

CONTACT: Jimia Smith
(317) 660-3388

**NEW BUSINESSES TO OPEN IN THE WREN
AT CARMEL CITY CENTER**

Carmel, IN - Carmel City Center is pleased to announce the first businesses to open in the new Wren building – Honey and Alternate View.

Honey, a beloved permanent jewelry and gift boutique, will relocate to the new Wren building at Carmel City Center with a planned opening on November 29th. With a significant increase in size from 400 square feet to 1,300 square feet, Honey will continue to provide its signature jewelry services while introducing exciting new features for customers.

Owner Anna Fehribach, who opened Honey in September 2022, has always been passionate about jewelry and is eager to enhance the shopping experience for her customers. The new space will allow Honey to offer an expanded range of services, including the opportunity for customers to make their own jewelry at the newly designed bead and charm bar. This interactive feature will include a variety of materials such as glass beads, gold-filled and sterling silver metal beads, fancy glass beads, freshwater pearls, and gemstones.

Honey specializes in permanent jewelry, providing custom-fitted pieces using a welder to ensure a perfect fit. Customers can choose from over 70 permanent chain options in solid gold, gold-filled, and sterling silver. Each piece can be crafted as a necklace, bracelet, or anklet, and while the jewelry is designed without a clasp for a seamless look, customers have the option to add a clasp if desired. Honey offers complimentary repair and re-welding services should any issues arise, demonstrating their commitment to customer satisfaction.

In addition to its jewelry offerings, Honey will continue to provide a curated selection of gift items, including home décor, candles, and drinkware, ensuring there's something for everyone. The boutique will also host private parties after hours, allowing groups to create memorable experiences in the new space.

“Carmel City Center is a fantastic location for a small business, and I’m excited to bring Honey to this vibrant community,” said Anna Fehribach. “Our new space will not only allow us to expand our offerings but also create an experience that both new and returning customers will love.”

Honey will be open Monday through Saturday from 10 a.m. to 6 p.m. and Sundays from 12 p.m. to 4 p.m.

Alternate View, redefining the eyewear experience by blending top-tier eye care with luxurious self-care services, will open this December at Carmel City Center in the new Wren building. As a premier destination for those seeking an upscale eye care experience, Alternate View will offer a unique approach that combines comprehensive eye care with a boutique atmosphere. In addition to traditional eye care, the boutique will specialize in dry eye treatment and a wide range of facially adjacent services designed to enhance your overall well-being. Their upscale offerings will include IPL dry eye and facial treatments, microneedling, lash cleaning, and non-surgical lid lifting — services that complement the eye care experience.

The new state-of-the-art facility will provide complete eye care services, including a specialized focus on dry eye treatments. Their team of experts is dedicated to delivering personalized care and support, ensuring each visit is tailored to meet the individual needs of each client.

Alternate View's commitment to quality is reflected in its curated collection of unique, high-end global eyewear brands, its selection of premium contact lenses, and its bespoke approach to client styling. Their simplified process eliminates upselling and focuses solely on delivering the best for their clients.

"We are thrilled to be in the heart of Carmel City Center, sharing our new, premium eye care and self-care experience with the local community. We offer a diverse selection of eyewear and services that help tell a story for every personal style," says Mollie Tavel Kaback, the store's owner.

We are thrilled to welcome Alternate View and Honey to Carmel City Center," said Melissa Averitt, senior vice president at Pedcor Companies. "The unique mix of small businesses in the Center continues to expand, and both Alternate View and Honey bring something special to our community. We're excited to see how these new additions will enrich the diverse experience we offer to residents and visitors alike."

— end —

About Carmel City Center

Carmel City Center is a one million square foot, \$300 million, mixed-use development located in the heart of Carmel, Indiana. A destination like no other in central Indiana, the project offers the appeal of a neighborhood and the vibrancy of a downtown. Carmel City Center features luxurious residences, specialty retail and restaurants and premier office space. Phase One includes 62,427 square feet of commercial space.

The following restaurants, retailers and offices are currently open in Phase I of Carmel City Center: 317Home, Addendum / MacKenzie-Childs, Andrew Porter Fine Clothiers, Baseline Social, Bath Junkie, CHEERS Co-work, divvy, Eggshell Bistro, Fishman Fine Jewelers, Fringe & Form, Hanami Sushi & Sake Bar, Hey Little Diddle Baby, Hey Little Diddle Child, InCycle, IndyFit, Julie Browning Bova Design, Kits & Kaboodle Classic Toys, Lily & Sparrow Boutique, Linden Tree Gifts, Matt the Miller's Tavern, Megan Danielle Skincare, NorthQuad, Out of the Blue Polish Pottery, Pure Concepts Salon, Sever Storey Walker,

CARMEL CITY CENTER

Pedcor Companies | 770 3rd Avenue SW | Carmel, IN 46032

tf: 866.892.8990 | p: 317.218.0000 | f: 317.218.2690 | www.carmelcitycenter.com

Stretch Zone, Uplift Intimate Apparel, The AromaRoom and The Yoga Studio. Lone Pine and Charred will open soon. Pedcor is also in various stages of lease negotiations with other restaurant, retail and service concepts.

The apartment units in the Residences of Carmel City Center opened in summer 2010. The penthouse condominiums are all committed. Law firm Drewry Simmons Vornehm occupies 16,500 square feet of office space in Carmel City Center. Future phases of Carmel City Center include additional residential and commercial space.

Carmel City Center is the location for The Center for the Performing Arts, which includes a 1,600 seat world-class concert hall named "The Palladium," a 500-seat theater named "The Tarkington" and a 200-seat black box theater. Carmel City Center's boutique hotel, Hotel Carmichael, is now open as part of the Autograph Hotel Collection, Marriott's independent lifestyle brand. Feinstein's, Vivante French Eatery and Adagio Lounge are open in Hotel Carmichael. Carter Green in Carmel City Center is also home to the Carmel Farmers Market, Carmel Christkindlmarkt and The Ice. This pedestrian-based master plan development is located at the southwest corner of Range Line Road and City Center Drive (126th Street). The Monon Greenway runs directly through the project. Carmel City Center was developed as a public/private partnership between the City of Carmel, Pedcor City Center Development Company and numerous developers.

About The Nash

The Nash, a three-story, \$10 million mixed-use building, is just south of Phase I of City Center on the west side of Range Line Road. It contains 30 one, two and three bedroom apartments on the second and third floors and 8,000 square feet of commercial space at street level.

A.D.A Vintage, Be.You.tiful Nails, Forever Gallery, Graeter's Ice Cream, Little Tulip Tree and The Shop are open.

About The United Fidelity Bank Building

The United Fidelity Bank buildings, formerly known as the Baldwin & Chambers buildings, a four-story, mixed-use building, is just south of Phase I of Carmel City Center and north of The Nash on the west side of Range Line Road. It contains 26 studio, one and two bedroom apartments on the third and fourth floors and 31,000 square feet of commercial space on street and plaza level.

Addendum, The Cake Bake Shop, InCycle Strength, Lantz Collective, My Salon Suite, Oliver's Twist and United Fidelity Bank are currently open. Pedcor is in various stages of lease negotiations with restaurant, retail and service concepts.

About the Holland & Playfair Buildings

The Holland & Playfair buildings, a five-story, 178,000 square foot, mixed-use building is located just west of the Veterans Way Garage and Hamilton West commercial space along the Monon Greenway. It contains 112 one, two- and three-bedroom apartment homes on the second through fifth floors and office space on the first floor.

Industrious is open and occupies 27,000 square feet on the first floor of the Holland & Playfair buildings.

About Hamilton East and Hamilton West Buildings

Hamilton East and Hamilton West are buildings connected to the Veterans Way Garage with 28,000 square feet of retail, office and residential space. It contains 5 apartment townhomes. Aroma Experience, Canine Cloud Nine, FlexWerk, HerMD and Magic Hat Barber Shop are currently open. Pedcor is in various stages of lease negotiations with restaurant, retail and service concepts.

For more information, please visit www.carmelcitycenter.com

CARMEL CITY CENTER

Pedcor Companies | 770 3rd Avenue SW | Carmel, IN 46032

tf: 866.892.8990 | p: 317.218.0000 | f: 317.218.2690 | www.carmelcitycenter.com