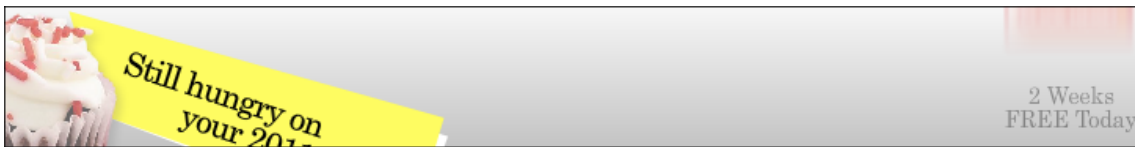


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Clothing retailer Brooks Brothers soon will occupy this retail space at Renaissance at Colony Park in Ridgeland. / Special to The Clarion-Ledger

Written by **Jeff Ayres**

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ans were faced with long trips to New Orleans or Memphis if they wanted to sample Brooks Brothers' finery.

November, when the venerable retailer opens store at Renaissance at Colony Park in Ridgeland.

cluded opening date, with construction to start in Self, Brooks Brothers' chief real estate officer. It will be located next to Sephora.

The 7,500-square-foot store will offer the kind of upscale yet traditional men's wear and other clothing that will make it a good fit with other Renaissance clothing stores like J. Crew and Banana Republic, says Jan Mattiace, a spokeswoman for The Mattiace Co., the open-air shopping center's co-developer. "We've had a very long wish list. In men's wear, Brooks Brothers has been on our wish list from the very beginning," she said. "We thought we had a good chance."

The retailer also sells women's clothing.

Self said the cluster of office buildings surrounding Renaissance and the shopping center's tenant mix made Ridgeland a natural choice for the 193-year-old clothier.

Highland Colony Parkway is filled with several architectural and law

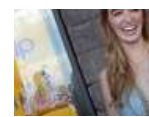
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firms, telecommunications companies and financial services businesses.

"We fell in love with Renaissance. The tenant mix is very (good). Co-tenancy is very important," Self said. "It's not a major-market city but a very nice area."

Opening soon

Renaissance will be adding several new businesses. Stores and expected opening dates:

- Altar'd State Christian Stores, Sept. 15
- Soma Intimates, Oct. 1
- Brooks Brothers, Nov. 14

It also marks further growth in the Southeast for Brooks Brothers. Self says the company has opened a host of stores in the region in the last 15 to 20 years.

An opening is planned later this year in Florida, and a store opened in North Carolina earlier this year. The South's population growth in recent decades and its

translation into an increased demographic in line with Brooks Brothers' offerings have made the South a prime region for the company, Self said.

"The South has been very good to us," she said. "It's a natural progression for us."

Landing a company with the name recognition of Brooks Brothers also is a testament to the continued efforts of The Mattiace Co. and Buster Bailey to land businesses at Renaissance in a volatile economy for retail, says Tim Coursey, executive director of the Madison County Economic Development Authority.

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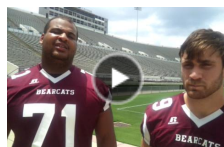
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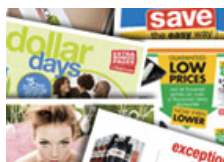
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