

FOR IMMEDIATE RELEASE

## Vuori Expands to Cleveland: New Store Opening at Eton Chagrin Boulevard in Fall 2025

*California-Inspired Performance Apparel Brand Launches First Wave of Ohio Locations*



**Woodmere, OH – April 25, 2025** - Vuori, the premium performance apparel brand inspired by the active Coastal California lifestyle, is set to open a new store at *Eton Chagrin Boulevard* in Fall 2025. The store will be located in the former North Face space, bringing Vuori's signature blend of fitness, surf, yoga, and everyday style to Cleveland's East Side.

2025 marks a major milestone for Vuori, as the brand opens its first-ever physical location in Ohio signaling an exciting expansion into the Midwest.

"We're excited to announce that Vuori is coming to Eton Chagrin Boulevard in Woodmere," said Stacie Schmidt, VP of Marketing at Stark Enterprises. "Vuori draws inspiration from the active California lifestyle - an integration of fitness, yoga, surf, and life. Vuori makes products that stand the test of time and aims to inspire others to live healthy, extraordinary lives."

Vuori is the perfect fit for Eton, where luxury lifestyle meets wellness. The new location complements Eton's growing community of boutique fitness destinations like Ab & Flow and Zero Doubt Club, offering guests a seamless way to elevate both their workouts and their wardrobes. Whether you're heading to a Pilates class, grabbing coffee, or meeting friends for brunch, Vuori's apparel is made to move with you - stylishly and comfortably.

Launched in 2015, Vuori was founded by active yogi and surfer Joe Kudla, who set out to create performance apparel that looks just as good on the street as it does in the studio.



Today, Vuori's collections are known for their comfort-driven design, innovative fabrics, and style versatility - redefining what activewear can be.

As a values-based company, Vuori's mission is clear: Make great products, be in great relationships, and live extraordinary lives. Now available in over 18 countries, Vuori continues to grow its retail footprint with thoughtfully placed stores that reflect the communities they serve.

For more information, visit [www.vuoriclothing.com](http://www.vuoriclothing.com).

**Address:** 28853 Chagrin Blvd, Beachwood, OH 44122 (Formerly the North Face)

**Media Contact:**

Stacie Schmidt

VP of Marketing at Stark Enterprises

[sschmidt@starkenterprises.com](mailto:sschmidt@starkenterprises.com)

###

**Your Boutique Life® Awaits**

[Eton Chagrin Boulevard](#)

[Stark Enterprises](#)

[Vuori Clothing](#)

**ABOUT ETON CHAGRIN BOULEVARD** Eton Chagrin Blvd is Cleveland's luxury fashion district- the place where authentic, one-of-a-kind boutiques and fine dining blend with national brands. The mixed-use property consists of 330,000 square feet of upscale retailers, specialty shops and exclusive dining, many of which are the only locations in the region. Special events, outdoor chessboards and an award-winning garden further add to the center's unrivaled ambiance. For more information visit [www.etonchagrinblvd.com](http://www.etonchagrinblvd.com)

**ABOUT STARK ENTERPRISES** Stark Enterprises, headquartered in Cleveland, Ohio, is a full-service real estate development company with the highest level of expertise in acquisition, leasing, property management, construction, architectural design, landscape architecture, and marketing. For over 45 years, Stark Enterprises has been developing and managing generational assets that leave visitors with lasting impressions, balancing new urbanist principles and sustainability practices with economic viability. The Multi-Billion Dollar portfolio spanning nine states consists of over 30 properties in retail, entertainment, office, residential, hotel, and student housing environments. Stark Enterprises properties are always managed with the company's long-term investment strategy in mind and are continually recognized by customers and industry leaders as among the most well operated and maintained in the nation. For more information, visit [www.StarkEnterprises.com](http://www.StarkEnterprises.com)

**ABOUT VUORI** A new perspective on performance apparel. Vuori creates premium performance apparel inspired by the active Coastal California lifestyle—an integration of fitness, yoga, surf, and life. As a values-based business, its guiding principles are simple: Make Great Products, Be in Great Relationships and Live Extraordinary Lives. By reimagining how traditional activewear looks, feels, and performs, Vuori is much more than a brand, it's a way of life. Launched in 2015, Vuori delivers elevated, everyday essentials that blur the lines between fitness and life. As an active yogi and surfer with an obsession for design, founder Joe Kudla wanted to build products that were built to move in but styled for life. The end result? Must-have performance pieces designed with top technical properties that could withstand even the toughest workouts and easily transition into everyday life, too. Today, Vuori is available across more than 18 countries around the globe through a network of retail locations, e-commerce and strategic partnerships with key national and regional retailers. For more information, get in touch with us at [vuoriclothing.com](http://vuoriclothing.com).