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Santana Row lands more high-profile merchants at San Jose village

More retailers head for mixed-use center



(Santana Row)

Cast store at Santana Row, a mixed-use center near the corner of Stevens Creek Boulevard and Winchester Boulevard in San Jose.



By **GEORGE AVALOS** | gavalos@bayareanewsgroup.com | Bay Area News Group
PUBLISHED: February 1, 2024 at 11:25 a.m. | UPDATED: February 1, 2024 at 11:34 a.m.

SAN JOSE — Santana Row has landed more merchants in a fresh sign of vibrancy for the San Jose mixed-use village, deals that raise hopes for the Bay Area's wobbly retail sector.

The destination complex has signed leases with seven retailers, according to officials at Santana Row, a complex of shops, restaurants, homes, offices, hotel rooms and entertainment sites.

Cast, New Balance, Evereve, Todd Snyder, Solidcore, Kohler and 7th Avenue are the retailers that have completed rental agreements with Santana Row, which is located at the corner of Stevens Creek Boulevard and Winchester Boulevard in San Jose.

Here are some details about the new retailers that have recently signed leases at Santana Row:

— Cast, a boutique jewelry store, opened at the end of November.

— 7th Avenue, a modular furniture store. The opening is expected sometime in 2024. "7th Avenue engages customers through experiential showrooms," Santana Row stated in an emailed release to this news organization.

— Evereve, a women's fashion retailer with multiple brands. "The company is a destination for elevated everyday style, carrying curated merchandise from over 100 top designers and contemporary brands," Santana Row said.

— Solidcore, a fitness center, is slated to open sometime during the April-through-June second quarter of this year. The solidcore system features a “50-minute, full-body, strength-training workout that uses slow, controlled movements to break down the slow-twitch muscle fibers so that they build back stronger and leaner,” the company said.

— Kohler, an iconic maker of plumbing fixtures, kitchen and bath products, luxury cabinetry, tile and lighting, as well as energy systems, is opening a signature store.

“The new KOHLER Signature Store in Santana Row will provide expert design services and an array of product styles to complete a bathroom or kitchen design project,” said Kari Hazelton, Kohler’s associate director of strategy and expansion.

The new Santana Row store leases offer hopeful signs for the Bay Area retail market in a sometimes gloomy economic landscape for this sector.

Separately, the mixed-use complex completed a big win recently with a signed lease at One Santana West, a new office building at 3155 Olsen Drive next to South Winchester Boulevard.

Acrisure, a fast-expanding financial technology and insurance company, has leased 29,000 square feet in the office building in the Santana Row mixed-use neighborhood. Acrisure is leasing part of the second floor in the One Santana West building across the street from Santana Row.

“We’re excited about the new offices,” Jennifer Anderson, managing partner with Michigan-based Acrisure, said at the time of the leasing deal in December. “The walkability to Santana Row and the amenities are huge.”
