

DEMDACO®

lift the spirit

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For Immediate Release

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DEMDACO to introduce new retail concept with first-ever branded store at Legends Outlets Kansas City

Anticipating late spring opening, offering handcrafted gifts and artisan products

Legends Outlets is proud to announce that giftable product manufacturer DEMDACO will introduce its first retail concept at Kansas City's signature outlet center this spring. The 2,460-square-foot DEMDACO store will offer an exclusive range of artist-driven gifts, including home décor products, holiday and seasonal gifts, baby gifts, fashion apparel and accessories, and more.

Headquartered in Leawood, Kansas, DEMDACO designs, manufactures and distributes unique, artisan gifts, in stores nationwide. The dedicated retail concept at Legends Outlets Kansas City will mark DEMDACO's first public, consumer-facing storefront in company history.

"After more than 20 years of selling to gift shops all over the country, we're excited to open our first DEMDACO-branded store here in our hometown at Legends Outlets," said DEMDACO President Lance Hart. "This provides a new opportunity to better understand which products and concepts resonate with consumers from a wide region and share what we learn with our network of retail partners," Hart said.

DEMDACO is anticipated to open late spring at 1847 Village West Parkway, Suite K-125, between Kate Spade and Michael Kors in the west end of the center. In addition to signature merchandise, the Legends Outlets DEMDACO store will feature a refreshment area with coffee and baked goods available for purchase.

DEMDACO products are available at over 10,000 retailers nationwide as well as online. For more information about DEMDACO, please visit www.demdaco.com.

For editorial or PR inquiries, or to request images, please email demdacopress@demdaco.com.

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