

Free People readies for reopening in new, bigger space at King of Prussia Mall

Oct 10, 2016, 1:49pm EDT

Alison Burdo

[Urban Outfitters](#) Inc. totally reimagined retail concept is making its King of Prussia debut on Thursday when the Philadelphia-based lifestyle brand reopens the mall's Free People location – which will be the largest of its kind and the first to feature a full beauty-and-wellness section.

Based at The Navy Yard in South Philly, URBN [discussed its plans to create a "one-of-a-kind shopping experience" in King of Prussia in April](#), several months after acquiring the [Vetri Family](#) of Restaurants. Bringing the restaurant group into the fold gives Urban Outfitters a chance to create a destination for those interested in several of its retail brands, similar to the ["lifestyle center"](#) coming to the Philadelphia suburbs.

At 8,244 square feet, the Free People store, which sits beside a [Pizzeria Vetri that is also opening this week](#), is the largest store for that brand to date; most Free People locations opening now average closer to 2,000 square feet. The KoP spot will include the clothing and accessories Free People is known for, as well as the first in-store wellness and beauty shop that features makeup, skincare, haircare and other products, Urban Outfitters said. Free People's active wear collection, FP movement, and its Intimately FP line will also be available.

The Free People store was "designed to feel like [the shopper's] personal studio workshop by featuring a mix of rugged elements and feminine details throughout."

The revamped space at King of Prussia puts everything URBN's key demographic of shoppers could want, from new sofas to necklaces to exercise gear, in one place, as that corner of the mall will include the Free People store, along with Urban Outfitters and Anthropologie locations.

Located at 150 N. Gulph Road in King of Prussia, the Free People store is across from Urban Outfitters and adjacent to the soon-to-open Anthropologie store in the section of the mall once known as The Court.