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THE SHOPS AT WIREGRASS BRINGS 10 NEW LUXURY RETAILERS, BEAUTY CONCEPTS

The premier open-air lifestyle center welcomes a curated mix of new and expanded brands, enriching the area's growing retail and dining scene.

Tampa, FL (April 15, 2026) – The Shops at Wiregrass, Wesley Chapel's premier open-air retail hub, is expanding its offerings with nearly a dozen new concepts. The center has long been a cornerstone of the community, offering residents and visitors an elevated shopping experience. Following the completion of its revitalization project late last year, which included a fully transformed Center Court, an open-air green space expansion, large shade structures, updated lighting and inviting new seating areas, the center is welcoming a dynamic mix of new retailers and restaurants, along with established brands transitioning from temporary spaces into permanent locations, further enhancing its offerings for the community.

The new list of retailers includes:

BOSPHOROUS – COMING SOON
Set to open in summer 2026, Bosphorous Turkish Cuisine will be located on Paseo Drive. Experience the delight of Turkish cuisine in an ambient setting with local craftsmanship worth the wait. Turkish paintings, silk carpets and homemade glassware will introduce guests to the beauty and flavors of Turkey through an elevated, immersive dining experience. The Shops at Wiregrass location marks the third location for the brand in the Tampa Bay area, as it is quickly becoming a fan favorite.

DRYBAR– NOW OPEN | GRAND OPENING APRIL 23
California-based salon chain, Drybar, opened March 26th with a grand opening set for April 23rd at The Shops at Wiregrass. Specializing in professional blowouts and extensions — no cuts, no color, just blowouts — clients can get their full luxury, confidence-boosting style in approximately 45 minutes. Drybar Wesley Chapel is locally owned and operated by The Haughton's family, bringing a family-driven, community-focused experience to Wiregrass. This marks the first Drybar franchise location in Wesley Chapel and only the third in Tampa Bay.

FACE FOUNDRIÉ – OPENING APRIL 22
FACE FOUNDRIÉ is an all-inclusive focused facial bar specializing in facials, lashes, brows and skincare. They offer efficient, effective services designed for real life, delivering high-quality, approachable skincare in just 40 minutes. Local mother-daughter owners, Brenda and Elle Vansteenburg, plan to open the storefront in late April.

KENDRA SCOTT – COMING SOON
Opening its second location in the Tampa Bay area, Kendra Scott continues to shine after more than two decades of defining the jewelry and lifestyle industry with innovative designs and thoughtfully crafted natural materials, with each piece capturing the brand's signature blend of individuality and timeless style.

LASERAWAY – NOW OPEN
LaserAway is now open and located adjacent to the JCPenney courtyard. LaserAway's services are implemented by licensed clinicians with state-of-the-art technology. The med spa includes services such as laser hair removal, laser tattoo removal, body contouring and many other treatment packages. LaserAway makes for the perfect self-care treatment or gift package for loved ones.

LULULEMON – COMING SOON
Opening summer of 2026 across from Anthropologie, Lululemon is the latest premium brand joining the lineup at The Shops at Wiregrass. With gear that's "Made to Move," Lululemon is expanding its presence by selecting The Shops at Wiregrass as its third Tampa Bay storefront, exemplifying the demand for premium apparel in the Wesley Chapel community.

ODDFELLOWS ICE CREAM CO. – NOW OPEN
Oddfellows is the best new spot to grab a cold sweet treat at The Shops at Wiregrass. Now open, this marks Oddfellows' second location in Florida. The storefront is located next to the Living Room and offers 'wacky and weird ice cream flavors' like Ginger Miso, Almond Poppyseed and Honey Rosemary, alongside reimagined classics. Voted the "Best Ice Cream Shop in NYC" and "One of the Country's Best." OddFellows Ice Cream is a small-batch, chef-driven ice cream parlor, with over 600 ice cream flavors invented.

PORTLAND LEATHER GOODS – NOW OPEN | GRAND OPENING MAY 9
Portland Leather Goods was founded in an effort to create the perfect affordable, yet high-quality leather bag. The brand's product offerings range from crossbody purses to totes to wallets. With its flagship location in Seattle Washington, Portland Leather Goods now has over 15 locations across the country. The sustainable and eco-friendly brand chose to open their first Florida location at The Shops at Wiregrass.

SWEET PARIS CREPERIE & CAFÉ – COMING SOON
Sweet Paris Creperie & Café is "Reviving the Art of Eating Crepes," with the opening of its first Tampa Bay and fourth Florida location at The Shops at Wiregrass. The café will open their new location adjacent to the newly expanded green spaces at Center Court. Sweet Paris aims to usher guests away from their daily hustle and bustle and transport them to a unique and delectable dining experience, no passport needed!

Retailer expansions, renovations and rebranding:
AVALON SPA AND NAILS – REMODELED and NOW OPEN
A longtime part of The Shops at Wiregrass community, Avalon Spa and Nails has served guests for more than five years with a focus on creating a refreshing, tranquil experience. The salon recently completed a renovation, reinforcing its commitment to delivering an elevated and relaxing atmosphere for the Wesley Chapel community.

LIDS – REBRANDED
Fan Outfitters is now Lids and bringing you the same great location you know and love, now with an even bigger selection of officially licensed hats, sports gear and headwear from the world's leading sports authority. Known for its wide selection of licensed collegiate and professional team merchandise, the sports-themed retailer places a strong emphasis on snapback, fitted and adjustable hats. Stop in and experience the Lids difference!

MONSTER GAMES – REMODELED - OPENING MAY 1
Monster Games has been a part of The Shops at Wiregrass community for almost a decade in a temporary location offering new and preowned video games, gaming systems and accessories. Now, the locally owned gaming and accessories store is reopening in a permanent location on May 1st.

NIKKI'S GLITZ & GLAM BOUTIQUE – NEWLY EXPANDED
Nikki's Glitz & Glam Boutique is a full-service specialty store offering its own boutique line of formal wear for prom, homecoming, quinceañeras, weddings and tuxedo rentals. After first opening a temporary location at The Shops at Wiregrass in 2019, the boutique has now celebrated the expansion into its new permanent storefront. The upgraded space is now 40% larger than before reflects the brand's continued growth and long-term commitment to the Tampa Bay community.

With even more retailer and eatery announcements to come, The Shops at Wiregrass is dedicated to evolving with the desires of the Wesley Chapel community in bringing high quality fashion and lifestyle experiences for all who visit.

For more information on The Shops at Wiregrass' offerings, along with openings and new arrivals, please visit: The Shops at Wiregrass. For additional details on upcoming events, please go to the Shops at Wiregrass events page, Instagram or Facebook.

About The Shops at Wiregrass:
As Tampa Bay's premier outdoor shopping and lifestyle center since 2008, The Shops at Wiregrass features more than 100 national brands, boutiques, and unique eateries alongside events for all ages. Located at State Road 56 and Bruce B. Downs Blvd. in Wesley Chapel, the elevated neighborhood shopping destination is designed to be pedestrian, pet and sip-and-stroll friendly, encouraging guests to relax, connect and stay awhile. For more information, visit www.theshopsatwiregrass.com or connect with the mall on Instagram and Facebook.

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