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FOR IMMEDIATE RELEASE

COMING AUGUST 26th: FREUDIAN SLIP MOVES TO THE FIFTH STREET PUBLIC MARKET

EUGENE, OR. Freudian Slip, a Eugene-based fashion-focused fine lingerie and loungewear boutique for women, is moving to a new location at the historic Fifth Street Public Market in downtown Eugene, 296 East Fifth Avenue. Freudian Slip will open August 26th.

In order to give Freudian Slip a new home at the Market, Due Donne has moved to Suite 11 while Freudian Slip will be in Suite 15. Both shops are located on the first floor underneath the hotel across from New Twist.

Freudian Slip opened ten years ago by owner Lisa Lindquist, who has an extensive background in the fashion industry. “The atmosphere of the 5th Street Market really appeals to us, and in particular, the concentration of women's fashion and accessory boutiques,” says Lisa. “We know we share clientele with Due Donne, New Twist, and Melange, and we're excited to be neighbors!”

Products from top fashion designers from around the world are featured at Freudian Slip, including Cosabella, Eberjey, Hanky Panky, Felina and Chantelle. Freudian Slip carries a variety of styles at different price points, so you can find cute panties for just \$12, or splurge on an exquisite bra and panty set made in France or Italy.

Shortly after opening its new doors, owner Lisa Lindquist says, “We will be hosting a Grand Opening party in conjunction with our 10th Anniversary party in early October. Provisions has been a go-to

supplier of beverages and snacks for our parties, and we're excited to be even closer to them! We're partnering with our vendors to offer lingerie specials for our party, too.”

Freudian Slip’s new hours are 10am–7pm Monday through Saturday and 11am-6pm Sundays at the historic Fifth Street Public Market in downtown Eugene, 296 East Fifth Avenue.

For More Information:

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About Fifth Street Public Market:

Fifth Street Public Market has been located in the heart of Downtown Eugene since 1976. Within the walls of the market, you’ll find a colorful collection of over two dozen shops, services, International Cafés and restaurants, along with a hotel, bar and spa.

www.5stmarket.com
