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Santana Row in San Jose adds several new merchants

Restaurants, tea shop, clothing store, home accessories are among the Santana Row additions



Federal Realty, Santana Row

Left Wing Bar, a new Korean fried chicken and beer restaurant at Santana Row in San Jose, serves customers on its first day of operation. Santana Row has landed several new merchants by adding restaurants and retailers, the mixed-use center in San Jose announced Thursday.

By **GEORGE AVALOS** | gavalos@bayareanewsgroup.com | Bay Area News Group

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SAN JOSE — Santana Row has landed several new merchants by adding restaurants and retailers, fresh evidence that the destination center in San Jose is finding ways to prosper amid coronavirus-linked economic uncertainties.

Two restaurants, a tea shop, a home accessories store and a clothing retailer are the five stores being added at Santana Row, the iconic mixed-use complex in San Jose announced Thursday.

The new merchants are an indicator that Santana Row, whose principal owner and developer is Federal Realty Investment Trust, is rebounding from the economic woes that the coronavirus unleashed.

“We can see that top brands want to be in the best locations and Santana Row has proven to be that,” said Collette Navarrette, director of marketing, West Coast for Federal Realty. “Brands continue to want to have a physical presence in Santana Row.”

The new Santana Row merchants include one that has just opened:

— Left Wing Bar, a Korean fried chicken and beer restaurant chain, opened its first San Jose location in Santana Row on Thursday.

— American Giant, a San Francisco-based company that once was solely an e-commerce retailer, is opening a its fifth physical storefront. The retailer of clothes for both men and women is slated to open in Santana Row in October.

— Boba Guys, a boba drink chain from San Francisco, is opening in November. Boba Guys creqtes drinks from fresh tea leaves, Straus Family Creamery organic milk, Califia almond milk, or Oatly oat milk.

— Dumpling Time, part of the Omakase Restaurant Group, will offer Asian dumplings crafted with a California flair. The restaurant is slated to open towards the end of this year.

— CB2, a unit of Crate and Barrel, is opening a home accessories store that will include home collections, furniture, and decor. CB2 should be open sometime during the first three months of 2022.

These merchants are arriving at Santana Row at a time when the complex of restaurants, shops, entertainment sites, hotel facilities, homes and offices is reporting a major rebound from its coronavirus-induced slump of 2020.

Santana Row is measuring the rebound based on the visitor traffic at the center.

“The traffic counters have indicated that we have nearly rebounded from the pandemic,” Navarrette said. “We are close to pre-pandemic traffic.”

377 Santana Row in West Valley, ...

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