

**CLUB PILATES, PROSE NAIL SALON AND TIFF’S TREATS ANNOUNCE   
NEW LOCATIONS OPENING AT MCEWEN NORTHSIDE**

**NASHVILLE, Tenn., (May 29, 2019)** – Tiff’s Treats, PROSE Nail Salon and Club Pilates have announced new locations coming to [McEwen Northside](https://mcewennorthside.com/), the 45-acre mixed-use environment offering fully integrated commercial, retail, residential and green spaces in Cool Springs. All three retailers are expected to open later this year.

“We are excited to welcome Club Pilates, PROSE and Tiff’s Treats to McEwen Northside,” said Phil Fawcett, partner with [Boyle](https://www.boyle.com/) and developer of McEwen Northside. “These sought-after brands are just a few of many elements making McEwen Northside a dynamic and desirable destination.”  
  
Club Pilates is a boutique fitness studio that specializes in reformer-based strength-training classes for anyone, at any age or fitness level. McEwen Northside will be its fifth location and the second location at a Boyle property in middle Tennessee.

“The Cool Springs area is overdue for a small-group, reformer-based Pilates studio, and we have had many requests to open in the area,” said owner Tom Fielder. “McEwen Northside is a perfect location for our members due to its ample parking, easy accessibility and exciting co-tenancy.”

The new location is set to open in October.

PROSE, which offers signature manicures and pedicures for women, men and children, will open its second Tennessee location this year at McEwen Northside as the reimagined nail salon continues to expand across the country.

“The McEwen area is in a great location to serve the established Cool Springs and Franklin markets, along with the growing Carothers corridor,” said owner Jennifer Johnson. “The mixed-development design and the other great tenants are ideal for PROSE.”

PROSE at McEwen Northside is set to open this fall.

With locations all across the country, Tiff’s Treats’ fourth location in Nashville is expected to open at McEwen Northside this December. This will be the cookie delivery company’s second location at a Boyle property in Middle Tennessee.

“This project has been very well-planned in terms of mixing retail, office and residential. It’s essentially a self-sustaining community and will offer immediate demand for us as shoppers, workers and residents come and go each day,” said real estate development manager Mike Harris. “Finding such a great spot at a prime intersection like Mallory and McEwen gives us fantastic delivery access to the heart of both downtown Franklin and the Cool Springs area.”

**About McEwen Northside**[McEwen Northside](https://mcewennorthside.com/) is a walkable urban village, bringing vibrancy and flair to a suburban setting. A [Boyle Investment Company](https://www.boyle.com/) venture, it is the only development in Cool Springs that offers fully integrated commercial, retail, residential and green space. Among the largest and most expensive commercial projects in Williamson County, McEwen Northside offers easy access to I-65, widening the talent pool for local companies and providing a central location for retailers in one of the most desirable retail markets in the country. The thoughtfully planned urban hot spot will be home to a mix of first-to-market concepts and local brands, as well as interactive green spaces designed to bring people together and foster community. For additional information about McEwen Northside, visit [www.mcewennorthside.com](http://www.mcewennorthside.com).

**About Club Pilates**Founded in 2007, Club Pilates is a boutique fitness studio that specializes in reformer-based strength-training classes for anyone, at any age or fitness level. Based in Irvine, Calif., the company is experiencing rapid growth and expects to have 650 locations open by the end of the year. Club Pilates is the first studio to create a 500-hour Teacher Training Program designed to thoroughly and safely teach group Pilates apparatus classes, along with TRX, TriggerPoint and Barre. Club Pilates is ranked as the Fastest Growing Fitness Franchise in Inc. Magazine’s Inc. 5000 and 500 two years running and Entrepreneur Magazine’s 2019 Franchise 500 for the third year running. **About PROSE Nail Salon**  
PROSE has reimagined the category and goes above and beyond a typical nail salon. PROSE is committed to providing a clean and comfortable environment using advanced sterilization techniques, which is where a lot of other salons fall short. By offering thoughtful touch points such as hooks for purses, complimentary ring cleaning, healthy refreshments and phone chargers, PROSE delivers a relaxing experience that is free of overwhelming toxic smells. **About Tiff’s Treats**Tiff’s Treats created the warm cookie delivery concept. Tiff’s Treats makes classic, baked-to-order cookies and brownies and delivers them straight from the oven to the home or office, WARM, in about an hour or so. Orders can be placed on demand or scheduled for a later date or time. Customers can order seamlessly via phone, online or the newly released Tiff’s Treats app, all of which are supported by industry-leading technology and customer service. Founded in 1999, what started as two friends baking cookies at The University of Texas at Austin to help fellow students get through exams has now grown to 49 stores in Texas, Georgia and Tennessee with more than 900 employees, baking more than 100 million cookies since its inception. And the company is consistently focused on giving back: with grand opening fundraisers that fill needs for charities (and hungry bellies for Tiff’s Treats fans!), Tiff’s Treats has donated more than $150,000 to worthy causes. To learn more, please visit [www.cookiedelivery.com](http://www.cookiedelivery.com).

**###**

**Media Contact**Kirsten Grenier   
MP&F Strategic Communications   
[kgrenier@mpf.com](mailto:kgrenier@mpf.com)

(615) 259-4000