



**FOR IMMEDIATE RELEASE**  
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## **Evolverie Clothing Opens New Location Downtown** *The third business in the Ground Floor Growth Program opens on High Street*

**(Columbus, OH)** – Evolverie Clothing will officially open their new location Downtown at 107 N High St. on Friday, March 14 and Saturday, March 15. The women’s fashion retailer expansion is part of [Ground Floor Growth](#), an initiative led by Columbus City Councilmember Nicholas J. Bankston alongside Downtown Columbus, Inc. Evolverie Clothing is the third business to open as part of this program, following Three Bites Bakery (August 2024) and Black Kahawa Coffee (December 2024).

Evolverie Clothing is a boutique clothing store offering fashion-forward, budget-friendly, and inclusive limited-edition clothing made from leftover fabrics. Evolverie Clothing started in 2017, under the leadership of Amy Homan. The small business opened its first storefront in Worthington, and Evolverie’s new space Downtown will be located at 107 N High St. The grand opening kicks off on Friday, March 14 from 3 p.m. - 8 p.m. and Saturday, March 15 from 11 a.m. - 7 p.m.

"We want to focus on handcrafting comfortable, wearable pieces for women of all shapes, sizes, and life-stages. We also want it to feel as good for the environment as it does on the body, so everything is made from leftover fabrics that would otherwise end up in the landfill," shared Amy Homan, owner.

On Friday and Saturday, the first 25 guests through the doors on each day will receive an exclusive Evolverie gift created for the grand opening. Anyone that comes to the store is eligible to enter a raffle for a \$300 Evolverie shopping spree; there is no purchase necessary. Additionally, when customers spend \$100, they will receive a \$20 gift certificate to be used in April.

The Ground Floor Growth Program was a direct outcome from the 2022 Downtown Columbus Strategic Plan, where the community asked for more retail that is reflective of the rich diversity of Columbus to better serve residents and workers in the neighborhood.

"As the third Ground Floor Growth business opens, we see the vision of strong, thriving retail in Downtown Columbus mold into reality. Evolverie Clothing complements the existing retailers and newly opened businesses steps away from one another in the Gay Street District," said Columbus City Councilmember Nicholas J. Bankston.

Not only will the initial businesses in the program be walkable to one another but will also complement the many long-standing Downtown businesses that have thrived in this area, filling in key gaps in the Downtown retail landscape.

"As the Gay Street District evolves into a more residentially dense neighborhood, Evolverie Clothing provides a product that residents desire: women's fashion," said Amy Taylor, Downtown Columbus, Inc. president. "The unique, small businesses like Evolverie serve as force multipliers for one another, creating a strong nucleus of retailers for Downtown residents, workers and visitors to enjoy."



The Ground Floor Growth Program was designed to provide opportunities for newly emerging small businesses by filling vacant ground floor retail space in the Gay Street District, further transforming Downtown into a diverse marketplace. The program will ultimately support seven-10 emerging businesses by offering resources including graduated rent support, renovation funds and technical assistance, ensuring their success as they become integral parts of the Downtown Columbus community.

Evolverie Clothing's regular store hours will be Wednesday – Saturday from 11 a.m.- 6 p.m. and Sunday from 12 p.m. - 4 p.m.

More information on Evolverie Clothing can be found at <https://evolverieclothing.com/>. More information on Ground Floor Growth and other businesses involved in the program can be found at <https://downtowncolumbus.com/projects-initiatives/ground-floor-growth-project/>

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### **ABOUT CITY OF COLUMBUS**

The City of Columbus is the 14th largest city in the United States, with a population of 892,533 residents. The Columbus economy is balanced with a combination of education, technology, government, research, insurance and health care entities as major employers within the City. Columbus is gaining nationwide recognition for its booming downtown, historic neighborhoods, arts and sporting districts, open attitude, and a noticeably affordable quality of life. Under the leadership of Andrew J. Ginther, the City of Columbus has been named "America's Opportunity City." By banding together with labor, business, faith, and community leaders in every neighborhood to expand equity and promote prosperity, Mayor Ginther is committed to making Columbus the very best community in the country.

### **ABOUT EVOLVERIE CLOTHING**

Evolverie Clothing is a responsible clothing brand that provides fashion for the style-savvy, ethically conscious and fun-loving woman. Each unique collection is fashion-forward, budget-friendly, inclusive, and made from leftover fabrics. Explore our limited-edition pieces that combine fashion-forward designs with sustainable practices, making them accessible to all customers. Founded and designed by Amy Homan, Evolverie started in 2017 in Worthington, OH. Find more information at [evolverieclothing.com](https://evolverieclothing.com)

### **ABOUT DOWNTOWN COLUMBUS, INC.**

Downtown Columbus, Inc. (formerly the Columbus Downtown Development Corporation & Capitol South) is a private nonprofit organization whose mission is to lead city-changing projects and collaborations that improve the connectivity, livability, and inclusivity of the Downtown Columbus experience. Downtown Columbus, Inc. drives development and progress of the Downtown Columbus Strategic Plan, working across sectors toward the vision for Downtown Columbus to become a neighborhood of connected, people-first urban districts that can be enjoyed by all. Learn more at [downtowncolumbus.com](https://downtowncolumbus.com).

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