

Bossier Old Navy to relocate near Target Times - Online, The

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A Target customer walks past the three new stores that are being constructed in **Stirling Shopping Center** located near the intersection of Airline Drive and I-220. Mike Silva/Voices

Old Navy plans to relocate its Bossier City location farther down Airline Drive to the Stirling Shopping Center just past I-220.

A tentative opening date is scheduled for Nov. 19. The store will be directly adjacent to Target, beside Maurices, a new women's apparel store, and beauty retailer Ulta.

Alan Robinson, Old Navy district manager for Louisiana, said the new store will feature Old Navy's remodeled layout, which is aimed at making it easier and more fun to shop.

The new location will include a racetrack layout to make it easier for customers to find products and lowered fixtures to provide an instant view across the store, he said.

Dressing rooms will be located in the center of the store, closer to the cash wrap, the area where customers wait to check out. In addition to regular dressing rooms, the store also will feature four quick fit areas where customers can "pop behind a curtain, try it on and go," Robinson said.

The current location would close two to three weeks before the new store opens.

"We are very excited about Old Navy joining us here at Stirling Properties Bossier," Regional Manager Bill McFadden said.

Likewise, Bossier City shoppers are eager to see the clothing retailer move down the street.

"It will be nice to have a bigger location with more of a selection," Haughton resident Leann Pelt said.

She said oftentimes she finds the Shreveport location on Youree Drive offers more than the Bossier City location, particularly for children.

Pelt said she thinks the store will do well there.

The shopping center has gained additional interest from retailers recently, and McFadden said he hopes to be able to develop some of the additional tracts of the shopping center in the next 18 months.