

Growing Fabric.com sews up expansion in Marietta

Fabric.com is growing again. The company recently agreed to expand its lease and take the entire building at 2151 Northwest Parkway.

The building is part of Northwest Business Center in Marietta.

The transaction will take the company up to 89,000 square feet. It originally occupied just 26,000 square feet in the building.

It had expanded to 52,000 square feet in recent months.

Fabric.com is a leading online fabric store that offers custom-measured and custom-cut fabrics, as well as patterns, sewing tools and accessories.

Founded in 1993 by Stephen Friedman, the company originally was **Phoenix Textiles Group Inc.**

In 1999, the company took its concept online to test selling cut-yardage fabrics directly to consumers.

Its successful run in the past two years put the company in good position to seek



2151 Northwest:
Fabric.com keeps expanding.
It will now lease about
89,000 square feet.

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a great deal in a tenants' market.

"We have always prided ourselves on taking advantage of opportunities to improve operations and enhance our bottom line," said Friedman, president and CEO of Fabric.com. "We can now expand our facility to meet growing customer demand while locking in attractive rental rates."

David J. Rubenstein, principal with **The Miller Richmond Co.**, represented

Fabric.com in the lease.

The building's owner, **Cobalt Industrial REIT II**, was represented by Mark Sheffield of **NAI Brannen/Goddard LLC**.

"Fabric.com's business has continued to grow since we started working with the company in 2007," Rubenstein said. "They have a solid business model that has weathered the current economy quite well."