

Put a Stoneage in your center.

Crystals and minerals are experiential retail. People come in to hold the stock, ask questions, and stay a while, and what they buy they chose by hand from a shelf. A center gets a floor that is a reason to visit, staffed by people who can answer the question behind the question.



Mall of Georgia, Buford. The flagship frontage.

7 years

IN OPERATION SINCE 2019

15,400 sq ft

ACROSS THE PORTFOLIO

4.8 stars

1,168 GOOGLE REVIEWS

WHO WE ARE

Stoneage Natural Rocks & Crystals is a specialty retailer of natural crystals, minerals and spiritual goods, trading since 2019 in company-operated stores across the Southeast. One buying team, one warehouse, one standard.

We buy direct, price by weight and quality, and label material honestly, including whether a stone is natural, treated or man made. That is most of why the same customers keep coming back, and it is the part of this business a competing unit two doors down cannot copy by next week.

A DIFFERENT KIND OF CRYSTAL STORE

Most stores in this category organize stone by mineralogy. We organize it by what the shopper walked in for. The mineral name lives on the tag. The reason lives on the shelf.

Every piece can be found five ways: by intention, by zodiac sign, by birthstone month, by chakra, and by phase of the moon. Almost nothing is behind glass, because in this category touch is the whole decision. Staff are trained to ask what brought somebody in and then walk them to it.

Not a mineral museum and not a gallery. A modern crystal store built around intention, curiosity and everyday ritual. It is where people in a busy center go to exhale.

WHY SHOPPERS RESPOND TO THIS NOW

The US wellness economy reached \$2.1 trillion in 2024, about 7.33% of national GDP, and mental wellness is among its fastest growing segments at roughly 14% a year. Global Wellness Institute, published April 2026. Not our figures.

People are buying meaning as well as merchandise, and they want to buy it in person from somebody who can explain it. This is one of the few categories left that a screen cannot replace. You have to hold the stone.

WHAT WE LOOK FOR

FORMAT

Inline retail space. No kiosks, and no carts.

GEOGRAPHY

The Southeast first, where the warehouse and the management sit. We read every proposal, wherever the center is.

EVENTS

Tradeshows and event invitations come to this same desk and get the same real reply.

PRESENTATION

Timber and lit millwork, family friendly, and built the same way in every center. What you see here is not a flagship exception.

WHAT THE UNIT DOES FOR A CENTER

It fills a gap rather than splitting one. No apparel, no food, no footwear. The gemstone jewelry in the range is bought as a stone, not as an accessory. Its customers cross-shop the wellness, beauty and gifting tenants, and it competes with none of them.

A visit is long and spent browsing. Almost nothing is behind glass, so a visit is spent handling the stock. That takes longer than collecting something already decided on, and it happens inside your center.

Some visits are booked in advance. A tarot reader works in several of the stores, walk in or booked online. A booking is rare in specialty retail: somebody choosing a date to come to your center, usually with company.

The price ladder is unusually wide. A stick of incense is under a dollar and a cathedral geode runs into four figures. One unit reaches a teenager with pocket money and somebody furnishing a house.

People come back on a rhythm. New season, new intention, new piece, and a gifting occasion in most months of the year. That is a customer returning to your center several times a year rather than once.

The storefront gets photographed. Lit geodes and a hand-painted ceiling get phones out without being asked. The posts belong to the visitors, and the center is in them.

WHAT WE CARRY

Raw and polished crystals, from tumbled stones to statement clusters · Gemstone jewelry and beaded bracelets · Candles, incense and ritual goods · Tarot and oracle decks, journals and books · Sound bowls, chimes and altar tools · Carvings, lamps, bookends and mineral home decor · One-of-a-kind collector specimens.

SIZE

1,200 to 2,500 square feet preferred, and we will read a proposal either side of it.

TERMS

Standard multi-year inline leases, and pop-up or seasonal agreements are genuinely welcome.

CO-TENANCY

We shop well beside lifestyle, wellness, beauty and gifting, and next to a high-traffic anchor.

Several of our current stores began as seasonal agreements and converted. If a temporary deal is how your center tries a tenant, that is a path we know well and are glad to start on.

Propose a space, or invite us to one

Current leaseholds: Mall of Georgia, Town Center at Cobb, Hanes Mall, Concord Mills, Cross Creek Mall, Jacksonville Mall and Altamonte Mall.

NOW REVIEWING NEW LOCATIONS.

leasing@stoneageshops.com
stoneagenrc.com