



Simon®, Shopify and Leap Collaborate to Deliver the Ultimate Omnichannel Experience Empowering Brands Like Ring Concierge to Expand Their Footprint

February 25, 2025

INDIANAPOLIS, Feb. 25, 2025 /PRNewswire/ -- [Simon®](#), a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, today announced a revolutionary collaboration with [Shopify](#), the world's leading commerce platform, and [Leap](#), the leading platform for physical retail. The three industry leaders will offer comprehensive solutions for e-commerce brands to expedite their go-to-market strategy and seamlessly open brick-and-mortar locations across the Simon portfolio.

Ring Concierge, a New York-based fine jewelry company, is building on the success of its existing retail presence by leveraging a strategic collaboration to expand into new markets. As a thriving e-commerce brand on the Shopify platform, Ring Concierge recognized the importance of expanding its physical retail presence to strengthen its brand and capitalize on the growing opportunities of an omnichannel strategy. With Leap's comprehensive Retail as a Service (RaaS) solutions — including location sourcing, store design, staffing, technology, and analytics—and Simon's premium retail spaces and marketing support, the company successfully opened three new stores in key markets nationwide within a matter of months.

"Simon, Shopify, and Leap were instrumental in helping us implement our brick-and-mortar growth strategy," said Nicole Wegman, Founder, Ring Concierge. "Their knowledge, expertise, and support saved us valuable time and resources and have helped us scale our physical retail footprint faster than we could have imagined. We are highly encouraged by our Q4 sales performance that we saw in these new markets over the holiday season. Our two comp locations exceeded LY 2023 and our 3 new locations continue to acquire new customers which are valuable to our omnichannel experience. Thanks to the expertise of Simon, Shopify, and Leap, we efficiently and successfully implemented our omnichannel growth strategy."

Ring Concierge has locations at two premier Simon centers: Houston's [The Galleria™](#), Texas' largest shopping center, and [Town Center at Boca Raton®](#), one of South Florida's top luxury shopping destinations.

These locations are part of a broader rollout, bringing Ring Concierge's fleet to five locations, all powered by Leap. Their first location on New York City's Bleecker Street proved to be a profitable strategy that enabled the brand's loyal and growing customer base to experience their jewelry in-person.

"Physical stores are a vital component to a brand's omnichannel strategy and have a proven track record for growing revenue and attracting new customers," said Zach Beloff, Vice President, Leasing at Simon. "We have helped numerous e-commerce brands establish a brick-and-mortar presence and our new collaboration with Shopify and Leap will provide an easy way for e-commerce brands to scale their brick-and-mortar business. We are excited to add Ring Concierge to our portfolio and look forward to their success."

"By unifying a merchant's online and offline sales experience, Shopify empowers millions of brands to grow and scale their businesses," said Ritu Khanna, VP Partnerships, Shopify. "We are thrilled to work alongside Simon and Leap to bring e-commerce brands like Ring Concierge to physical retail faster and easier than ever before."

"We're excited to enable Ring Concierge to further build their brand and reach their local customer base in premium Simon centers," said Amish Tolia, Co-Founder and CEO at Leap. "After launching over 60 brands in physical retail, and managing a fleet of over 100 stores, our platform understands the many challenges that come with scaling the channel. Collaborating with Simon and Shopify will accelerate our mission, to help winning brands scale retail, turnkey."

Whether brands are new to physical retail or looking to expand, Simon, Shopify, and Leap provide world-class platforms and venues to scale brands seamlessly and faster than ever before. True Classic and several other unique brands are already using the industry expertise of Simon, Shopify and Leap with more brands launching soon across Simon's premier shopping destinations.

To learn more about the Simon, Shopify and Leap collaboration, visit <https://business.simon.com/leasing/brick-mortar-expansion>.

About Simon

[Simon®](#) is a real estate investment trust engaged in the ownership of premier shopping, dining, and entertainment mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Our properties across North America, Europe and Asia provide community gathering places for millions of people every day and generate billions in annual sales. For more information, visit [simon.com](https://www.simon.com).

About Leap

Leap is building the world's largest network of branded retail stores – powered by data, technology, and scale. Leap's platform enables brands to deploy stores that work in concert with ecommerce more rapidly and at significantly reduced cost and risk. Brand stores powered by Leap bring modern brands to life with compelling, immersive customer experience and operations driven and informed by millions of data points. Learn more about Leap's platform, and brand stores powered by Leap, at <http://leapinc.com>.

[View original content: https://www.prnewswire.com/news-releases/simon-shopify-and-leap-collaborate-to-deliver-the-ultimate-omnichannel-experience-empowering-brands-like-ring-concierge-to-expand-their-footprint-302384948.html](https://www.prnewswire.com/news-releases/simon-shopify-and-leap-collaborate-to-deliver-the-ultimate-omnichannel-experience-empowering-brands-like-ring-concierge-to-expand-their-footprint-302384948.html)

SOURCE Leap; Simon

