



Toronto Premium Outlets Unveils Exceptional Luxury Line-Up

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Gucci, Montblanc, Max Mara, Zadig et Voltaire and more now open

TORONTO, Nov. 15, 2018 /PRNewswire/ -- [Toronto Premium Outlets](#) announced an extraordinary line-up of luxury brands for its 140,000 square-foot expansion opening today. The joint venture between Simon and SmartCentres boasts over 500,000 square feet of retail space with more than 130 designer outlets. Shoppers can now enjoy enhanced amenities, elevated food offerings and exciting new brands all in one convenient space.



Gucci, Montblanc, Prada and Zadig et Voltaire join renowned brands such as Burberry, Hugo Boss, Jimmy Choo, Stuart Weitzman, and Ted Baker. Along with the extensive line-up of world-class, luxury brands, notable Canadian retailer, Aritzia, launched its first outlet in North America as part of the expansion. In addition, existing favourites like Under Armour, Rudsak and Jimmy Choo have renovated and/or expanded. The expansion will add over 40 new stores, with the majority opening today for the official launch and more coming before the end of 2018.

The Centre's food mix is also enhanced with the introduction of Toronto Premium Outlets' first full-service restaurant, Madisons Restaurant and Bar, on the northwest side of the property across from Starbucks. There will also be new fast casual and grab-and-go offerings including Cultures, Cacao 70, A&W, Real Fruit Bubble Tea and DAVIDsTEA.

"We're thrilled to offer our customers even more amazing retail options with this new expansion," says Helena Moniz, General Manager, Toronto Premium Outlets.

For added convenience, the center's five-storey parking garage features heated ramps and an innovative system displaying the number and location of available spaces on each level.

"We're always looking to elevate the luxury shopping experience we provide," Moniz continued, "and with the addition of many new modern amenities that are designed to help make the shopping experience easy, we believe Toronto Premium Outlets delivers the total package."

Toronto Premium Outlets attracts millions of shoppers each year and seven new touch-screen directories have been installed throughout the center to help customers find their favourite stores. Other enhancements include mobile phone charging stations, a second Guest Services Centre, an additional children's play area and a refreshed food pavilion.

About Toronto Premium Outlets

Toronto Premium Outlets, a joint venture between Simon Property Group and SmartCentres, is one of two Simon Premium Outlets Centres in Canada and a value retail destination in Halton Hills, Ontario. The exceptional brands offering savings up to 65% include: Saks OFF 5th, Burberry, Ted Baker, AllSaints, Rudsak, Michael Kors, kate spade new york, and Under Armour. The Centre is located at Highway 401 and Trafalgar Rd, in Halton Hills, Ontario.

About Simon Premium Outlets®

The global Simon Premium Outlets portfolio offers exceptional brands at extraordinary savings through a diverse mix of luxury, designer and homeware retailers. Our Simon Premium Outlets in the United States, Puerto Rico, Canada, Japan, Malaysia, Mexico and South Korea are some of the most iconic and productive shopping destinations for residents and travelers including Woodbury Common (New York City), Orlando Premium Outlets, Desert Hills (Palm Springs), Las Vegas Premium Outlets and Wrentham Village Premium Outlets (Boston). For more information visit premiumoutlets.com or follow Premium Outlets on Facebook, Twitter, Instagram and Pinterest.

About Simon

Simon is a global leader in the ownership of premier shopping, dining, entertainment and 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.

About SmartCentres

SmartCentres is one of Canada's largest real estate investment trusts with total assets of approximately \$9.5 billion. It owns and manages 34 million square feet of retail space in value-oriented, principally Walmart-anchored retail centres, having the strongest national and regional retailers as well as strong neighbourhood merchants. The retail centres continue to experience industry-leading occupancy levels of 98%. In addition, SmartCentres is a joint venture partner in the Premium Outlets locations in Toronto and Montreal with Simon Property Group.

SmartCentres is expanding the breadth of its portfolio to include residential (single-family, condominium and rental), retirement homes, office, and self storage, either on its large urban properties such as the Vaughan Metropolitan Centre or as an adjunct to its well-located existing shopping centres. For more information on SmartCentres, visit www.smartcentres.com.

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