



'Launchpad' Lifts Off At Six Iconic Simon Properties

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New platform brings innovation to market faster than ever

INDIANAPOLIS, Nov. 14, 2018 /PRNewswire/ -- Simon, a global leader in premier shopping, dining, entertainment and mixed-use destinations today announced an exciting new activation showcasing the latest products and trends for shoppers to explore at key locations.



'Launchpad By Simon' is a scalable retail platform for both emerging and established brands to pilot new products and expedite the hottest new trends at Simon's highly productive shopping centers. Simon traveled the world to source innovative merchandise from the CES Show, ASD Show, Canton Fair and Hong Kong Gift and Toy Show.

'Launchpad By Simon' will debut on Black Friday at Lenox Square (Atlanta), King of Prussia (Philadelphia), Roosevelt Field (Long Island), South Shore Plaza (Boston), Town Center at Boca Raton (South Florida) and Orland Square (Chicago).

There will be two cutting-edge activations at each location. The '720 Degree Experience' will transport users to a fully-immersive virtual reality experience with a 720 camera creating HD images and video to post on social media or view via VR goggles.

'Youth Tech,' the second unique program, features a Smart Phone-enabled gaming console; a robotic dog responding to verbal commands; and AR cards bringing animals to life in 4D.

"By working directly with key wholesalers, we have immediate access to new products and concepts," said Joseph Gerardi, Vice President of Specialty Leasing, who also touted the nimbleness of the program. "Items that sell extremely well will quickly migrate to another location outside of 'Launchpad.' If the product does not sell to a satisfactory level during the trial period," he continued, "we will immediately return it and test the next product on our list."

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.

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