



Desert Hills Premium Outlets Announces New Luxury Brands

November 8, 2018

Top Tourist Destination Will Welcome Eton, John Hardy, PAIGE, and Sergio Rossi in November

CABAZON, Calif., Nov. 8, 2018 /PRNewswire/ -- Simon®, a global leader in premier shopping, dining, entertainment and mixed-use destinations, today announced that [Desert Hills Premium Outlets](#), already home to the largest selection of luxury brands in California, will add five new world-class brands in November as part of its highly-anticipated expansion.



Three of the new stores in the East Village expansion will open to shoppers on November 8 including the celebrated men's shirt brand [Eton](#), and [John Hardy](#), specializing in artisan handcrafted jewelry. [PAIGE](#), a premium denim brand in Southern California, will debut its first outlet location at Desert Hills Premium Outlets. Additionally, the Italian fashion house [Sergio Rossi](#) will open later in the month.

"Sergio Rossi is excited to be a part of the Desert Hills Premium Outlets expansion. The store opening celebrates the longstanding commitment to our Italian heritage and iconic luxury footwear designs," said Mimmo Mariottini, CEO Americas for Sergio Rossi.

Desert Hills Premium Outlets will also welcome two other new brands to the existing property this fall including fashion couture icon [Karl Lagerfeld Paris](#) and renowned British designer [Paul Smith](#), best-known for his distinctive take on high fashion and formalwear.

The East Village expansion will also enhance the property's luxurious outdoor space. Highlights include new modern seating areas for shopper comfort, shaded structures, and a relaxing fireplace and updated landscaping. New interactive digital directories will help shoppers navigate the property and provide information on current sales and on-site events.

"We're thrilled to welcome these exclusive brands to our unrivaled selection of world-class luxury and fashion shopping," said Tina Venetis, General Manager of Desert Hills Premium Outlets. "The combination of these designer stores along with the introduction of other amenities will further elevate the shopping experience for our customers."

About Desert Hills Premium Outlets®

Desert Hills Premium Outlets offers more than 180 outlet stores, with savings up to 65% on a world-class selection of leading brands and retailers, including Alexander McQueen, Armani, Dolce & Gabbana, Gucci, Jimmy Choo, Neiman Marcus Last Call, Loro Piana, Polo Ralph Lauren, Prada, Saks Fifth Avenue OFF 5TH, Salvatore Ferragamo, Ted Baker London, Versace, Saint Laurent Paris, and more. Desert Hills Premium Outlets is located just over an hour's drive from Los Angeles and Orange Counties and 20 minutes west of Palm Springs on Interstate 10, Exit Malki Road. For more information, visit www.premiumoutlets.com/deserthills or call (951) 849-6641.

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.



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