



## Revtown USA & b8ta Debut At The Edit Roosevelt Field

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### Simon Launches Revtown's First Physical Store For Performance Denim at Innovative Shopping Space

GARDEN CITY, N.Y., Nov. 7, 2018 /PRNewswire/ -- Simon (NYSE: SPG), a global leader in premier shopping, dining and entertainment destinations, announced Revtown USA as the latest brand to launch at The Edit Roosevelt Field, Simon's turnkey platform for new retail concepts. Founded by three former Under Armour executives, [Revtown](#) has quickly pioneered the new menswear category of Performance Denim.



Joining Revtown will be b8ta, a tech-enabled store for shoppers to discover, try, and buy innovative new products. Together, Revtown USA and b8ta appeal to the digitally-savvy millennial shopper seeking engaging in-store experiences. b8ta sources the world's most compelling new tech products and invites people to pick them up and play. Shoppers can touch, try, buy and feel the excitement of discovering what's new and cutting edge.

Revtown, based in Pittsburgh, launched online in February 2018 and their first store will be open at The Edit Roosevelt Field until February 2019. The line features [Revtown](#)'s signature DECADE DENIM™, made from Italian yarn with athletic stretch and superior comfort.

"The Edit Roosevelt Field provided Revtown with a turnkey retail solution that expedited our journey into physical retail earlier than we initially planned. We are thrilled for the opportunity to interact with our customers," said Steve Battista, co-founder and Chief Marketing Officer. He continued, "Our customers are smart shoppers that appreciate craftsmanship, well made goods, and value fair pricing. The denim is infused with four-way stretch that allows customers to stand, sit, squat, and move comfortably. And the \$75 price point makes the jeans an easy first-time purchase."

"Simon is dedicated to bringing new brands and experiences to our customers. We are pleased The Edit enables us to meet and help launch brands such as Revtown USA and offer the chance for brands to get into retail early on in their life cycle," said Zachary Beloff, National Director of Business Development for Simon. "The importance of creating offline experiences is more apparent than ever. We are thrilled each time we launch a brand and get to see our customers respond. Revtown USA is a quality product at a great value our customers are going to love."

Revtown Jeans come in two styles, SHARP and AUTOMATIC. SHARP jeans are fitted with a refined look, more dress than casual, yet with the flex of DECADE DENIM™. AUTOMATIC jeans are for "any guy, any time, any place and are designed to be mobile, not baggy, providing ultimate comfort without having to size up."

The new store will feature a 30-foot denim wall showcasing the complete range of washes and fits, a customer lounge and a seamless checkout solution powered by Shopify. Revtown offers Revtown Shirts, made from world-class Pima cotton, available in four essential styles including Crew, V-Neck, Henley and Polo. Revtown launches with Revtown Crates, an incredible value proposition offering two pairs of jeans and any three shirts for just \$210.

The Edit has previously featured Hope and Henry children's wear, Winky Lux beauty, Rhone Apparel and Jars by Dani among others. For more information on The Edit, please go to [www.simon.com/the-edit](http://www.simon.com/the-edit).

#### About Revtown

Launched in 2018, Revtown is a new denim brand delivering "Ridiculous Quality, & Unbelievable Fit for Half the Price." The Brand's signature fabric is DECADE DENIM™, constructed with a stretch yarn that provides all-over stretch and supreme comfort in a proper pair of jeans. Revtown's headquarters are in Pittsburgh, PA - [www.revtownusa.com](http://www.revtownusa.com).

#### About b8ta

[b8ta](#), a software-powered retailer designed to make physical retail accessible for all, was founded in 2015 by Nest alums Vibhu Norby (CEO), William Mintun (EVP of Operations), and Phillip Raub (President). b8ta helps people discover, try, and buy new innovative products while empowering makers with a simple Retail as a Service model that puts them in control. b8ta has locations in San Francisco, Santa Monica, New York City, among others. The company is headquartered in San Francisco.

**About Roosevelt Field**

An iconic destination for fashion, discovery and community, Roosevelt Field is owned and operated by Simon. [The Edit@Roosevelt Field](#) is a unique, scalable, turnkey platform enabling emerging brands to pilot new products in an interactive and experiential retail space. The center is anchored by Neiman Marcus, Bloomingdales, Nordstrom, Macy's, JC Penney, and Dick's Sporting Goods, and has more than 250 specialty stores. It features a fast-casual Dining District along with first-rate restaurants and is conveniently located at the intersection of Old Country Road and Meadowbrook Parkway in Garden City. Guests will find unparalleled customer service with amenities including complimentary Wi-Fi; indoor device charging stations; valet parking; complimentary wheelchairs; strollers; comfortable soft seating areas and a post office. Please visit [simon.com/mall/roosevelt-field](http://simon.com/mall/roosevelt-field) for the latest mall events and retailer updates; on Facebook [facebook.com/RooseveltField](https://www.facebook.com/RooseveltField); Instagram [@rooseveltfieldmall](https://www.instagram.com/rooseveltfieldmall) or Twitter [@RooseveltField](https://twitter.com/RooseveltField).

**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](http://simon.com).

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