



Empowering Brands at Lightning Speed, Simon® Launches The Edit@Roosevelt Field

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GARDEN CITY, N.Y., Oct. 13, 2017 /PRNewswire/ -- Simon (NYSE: SPG), a global leader in premier shopping, dining and entertainment destinations, is excited to announce the launch of The Edit@Roosevelt Field, a first of its kind, scalable, turnkey retail platform that will launch in November at Roosevelt Field® on Long Island.



Set in one of America's most iconic shopping centers, The Edit@Roosevelt Field brings together both established and emerging brands to pilot new products in an interactive and experiential retail space that blurs the lines of physical space. For some of the participating brands that have on-line businesses only, this will be their first foray into a brick and mortar space.

The Edit@Roosevelt Field, designed by O'Neil Langan Architects, will feature a rotating selection of exciting and diverse new brands with the initial collection taking shape now. Highlighted brands will include Raden Smart Luggage, millennial-focused Skinnydip London, menswear brand Vitaly, athletic apparel favorite Rhone, beauty brand Winky Lux, Beltology, dessert darling JARS by Dani, and contemporary art gallery Uprise Art.

"We could not be more excited to be a part of The Edit@Roosevelt Field," said Josh Udashkin, CEO of Raden Smart Luggage. "Raden strongly believes in the power of the mall. There is a lot of foot traffic in malls with different customers to reach. We are a brand that wants to reach new customers where they are already predisposed to shopping. Simon has malls with lots of traffic. We believe the mall is an under-penetrated market for new brands that should be taken advantage of."

Brands will be displayed in micro retail units ranging from twenty to two hundred square feet. The Edit@Roosevelt Field platform provides all the retailing essentials from custom-designed modular fixturing systems, digital media walls, to staffing solutions for any brand that wishes not to provide their own. This 'turnkey' micro retail model is what young brands are looking for. All a brand needs to go 'live' is product and a desire to tap into a new live customer base. Shoppers will be able to interact with brand ambassadors who will be on hand to provide product information, brand storytelling and convert sales.

"We are thrilled to bring this revolutionary retail model that enables brands to come to market faster and more visibly than ever before beginning at one of our premier properties, Roosevelt Field," said Zachary Beloff, National Director of Business Development for Simon. "This concept is a design-centric, experience driven, and completely transitional place to discover new product and technology in a brick and mortar space. Our customers will be able to experience and interact with new brands like never before."

Simon has partnered with Appear Here, the leading global marketplace for short-term retail space, to streamline the onboarding process. Appear Here connects brands, retailers, designers and entrepreneurs with available space, seamlessly online to simplify the process for people looking to bring their retail ideas to life as easy as booking a hotel room.

"We're thrilled to be working with Simon on The Edit@Roosevelt Field, which brings additional excitement to the mall and gives today's shoppers the opportunity to experience new, digitally native brands in a physical space," says Elizabeth Layne, CMO of Appear Here. "Our mission has always been to give brands access to the best retail spaces, and The Edit@Roosevelt Field is the perfect place for emerging brands to build brand awareness in a prime retail destination just outside New York City."

In addition, Simon has collaborated with AllWork, a technology and services platform that enables brands and retailers to manage their retail talent more flexibly to reduce costs and increase sales.

"With the evolution of retail, the focus is on creating consumer experiences," said Scott Gurfein, AllWork's co-founder and chairman. "Brands and retailers can now schedule the right person in the right stores at the right time using the AllWork platform, resulting in improved customer engagement and service."

The platform offers brands the opportunity to showcase a strategic and curated product selection encouraging consumers to discover new products in a high-touch, low-barrier environment that will elevate the experience of interactive shopping.

About Roosevelt Field

An expansive retail destination for fashion, discovery and community, Roosevelt Field is managed by Simon, headquartered in Indianapolis, Indiana. It completed an expansion and renovation in 2015 that introduced a Dining District, two-level expansion wing and welcomed Long Island's first Neiman

Marcus on February 19, 2016. The center is anchored by Nordstrom, Macy's, JCPenney, Bloomingdale's and Dick's Sporting Goods and has more than 270 specialty stores. It also features restaurants offering an eclectic mix of cuisine, including Havana Central, The Capital Grille, Grand Lux Café and Seasons 52 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. For more information, please go to simon.com. Visit simon.com/mall/roosevelt-field for the latest mall events and retailer updates; on Facebook [facebook.com/RooseveltField](https://www.facebook.com/RooseveltField); 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.



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