



## Simon And Flying Tiger Copenhagen Bring Danish Design And Fun Shopping Experience To Four New Centers

September 7, 2017

### New stores to open at Simon centers in New York and New Jersey for Holiday 2017

INDIANAPOLIS, Sept. 7, 2017 /PRNewswire/ -- Simon, a global leader in premier shopping, dining and entertainment destinations, today announced that the Danish brand, Flying Tiger Copenhagen, will open at Menlo Park Mall, Roosevelt Field, Walt Whitman Shops and Newport Centre in time for Holiday 2017. Located in both New Jersey and New York, these new stores will mark the next wave of expansion for Flying Tiger Copenhagen outside of New York City and will include the first enclosed shopping center locations for Flying Tiger Copenhagen in the United States.



"We are thrilled to welcome Flying Tiger Copenhagen to the Simon portfolio," said Zachary Beloff, National Director of Business Development at Simon. "We are always attracted to brands that offer great product, value, and a dose of fun. We believe their store experience allows for a sense of discovery and we look forward to a long relationship."

As Flying Tiger Copenhagen ramps up for an aggressive U.S. expansion, the brand has strategically chosen to partner with Simon, a leader in the New York Metro Area with the strongest retail destinations. Flying Tiger Copenhagen currently has five existing stand-alone stores in the United States and the brand has seen great success in enclosed malls in Europe and Asia. The partnership with Simon brings this success and the curated shopping experience to the millions of Simon customers.

"Simon was a great choice in a partner as we continue our U.S. expansion," said Søren Friis, Head of North America at Flying Tiger Copenhagen. "We look forward to bringing our popular Danish design to these four Simon centers."

#### **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).

#### **About Flying Tiger Copenhagen:**

Flying Tiger Copenhagen is a rapidly expanding chain of Danish stores offering a quirky, ever-changing selection of own-designed products at affordable prices. We introduce up to 300 fun and useful new products every month. You'll find things for your home, play, and parties, as well as snacks, electronics, gadgets and more. Our design team in Copenhagen has won several international design awards for our innovative products. In 1995 the first Tiger store opened in Copenhagen. There are currently 3,500+ people working in over 780 stores in 28 countries across Europe, Asia and the U.S.

View original content with multimedia: <http://www.prnewswire.com/news-releases/simon-and-flying-tiger-copenhagen-bring-danish-design-and-fun-shopping-experience-to-four-new-centers-300515904.html>

SOURCE Simon

Les Morris, Simon, 317.263.771, [lmorris@simon.com](mailto:lmorris@simon.com)