



## Simon Opens Norfolk Premium Outlets®

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NORFOLK, Va., June 29, 2017 /PRNewswire/ -- **Simon**, a global leader in premier shopping, dining and entertainment destinations, announced today the opening of **Norfolk Premium Outlets®**, bringing a variety of sought-after outlet retail to the Norfolk, Chesapeake and Virginia Beach-areas.



Norfolk Premium Outlets offers shoppers enormous everyday savings of 25 to 65 percent on a vast array of apparel, footwear, fashion accessories, leather goods and specialty brands, such as Banana Republic Factory, Calvin Klein, Le Creuset, Nike Factory Store, Old Navy, Robert Wayne Footwear, Steve Madden, The North Face, Tommy Hilfiger, Under Armour and more.

More great stores will open later this year including AIX Armani Exchange, Michael Kors, and Polo Ralph Lauren Factory Outlet.

"At Simon's Premium Outlets, we are all about value, fashion, and experience and our beautiful new Norfolk Premium Outlets checks all these boxes," said Stephen Yalof, CEO of Simon Premium Outlets. "We are confident that the combination of a vibrant store mix and family-friendly amenities will make Norfolk Premium Outlets a favorite for both residents and the many tourists visiting this dynamic area."

Norfolk Premium Outlets boasts a variety of amenities that sets it apart from other centers. The village-style setting incorporates a sophisticated, contemporary design featuring covered walkways and spacious courtyards with seating, a fountain, a fireplace, public artwork and vibrant landscaping. The center also offers amenities for the community, including a boardwalk and walking trail surrounding Lake Wright, as well as a gazebo overlooking the waterfront. Additionally, shoppers have access to a child's play area and Market Hall, with dining options and outdoor café seating overlooking the lake.

Visitors will notice many elements at Norfolk Premium Outlets that commemorate local heritage and history. Four distinct courts - Chesapeake, James, Potomac and Shenandoah - are each named after the great waterways and bodies of water that comprise "The Hampton Roads," with their design created to honor the history of the maritime commerce that gave the area its strength and diversity. Additionally, the gazebo located by Lake Wright was inspired by boating and ocean life and designed to reflect the traditional architectural style of many Chesapeake Bay lighthouses and boat houses. This resting place serves as the entrance way to the 1.32-mile scenic walking trail.

The 332,000 square-foot center is located at 1600 Premium Outlets Blvd. in Norfolk, Virginia. For more information on the opening celebration, visit the Norfolk Premium Outlets website at [premiumoutlets.com/norfolk](http://premiumoutlets.com/norfolk).

### **About Simon Premium Outlets®**

The global Simon Premium Outlets portfolio offers exceptional brands at extraordinary savings through a diverse mix of luxury, designer and popular retailers representing the best in fashion, family and home. Our 91 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, Desert Hills (Palm Springs), Las Vegas and Wrentham Village Premium Outlets (Boston). For more information visit [premiumoutlets.com](http://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](http://simon.com).

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