



## Dramatic And Comprehensive Enhancements Launched At The Shops at Riverside

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HACKENSACK, N.J., March 16, 2017 /PRNewswire/ -- Simon, a global leader in retail real estate, announced today the second phase of a three-phase project of the dramatic transformation of The Shops at Riverside, northern New Jersey's premier luxury shopping center. Work on the first phase will be completed this summer with the creation of a dining and entertainment district. Offerings will include an upscale cinema with a lounge and bar operated by AMC, the relocation of The Cheesecake Factory, and additional restaurants and specialty stores.



The second phase will be completed by Holiday, 2017 and will transform the mall with a cutting edge luxury design that reimagines both the interior and exterior of the property. Interior enhancements will include: stunning new floor tile throughout the center; a grand Bohemian crystal chandelier and water feature located in the court near Louis Vuitton creating an interplay of water and light; and a new 'sculptural floating stair' in the center court near Omega.

Patrons will immediately notice a refreshed interior design with the light and airy feel of additional skylights, raised ceilings and grander retail storefronts. A new lighting package and louvered ceiling treatment will illuminate the interior.

New entrance features with clean lines and modern design will provide an enhanced arrival experience for the property's patrons.

The third phase of the transformation will be a dramatic redevelopment of the south mall adjacent to Bloomingdale's. The existing shops will be reconfigured to create a luxury loop with the 'Grand Court' as its focal point where a portion of the second level will be removed to create ceilings that soar to 35 feet.

In addition to hosting an unrivaled collection of world class shops and restaurants, this phase will include art that inspires, a VIP lounge to rejuvenate and a concierge service to attend to a guest's every need such as personal shopping, package delivery, and coat check.

Arrival at The Shops at Riverside will be more convenient than ever with the addition of a porte-cochère valet area providing quick and effortless access through a new grand entrance. Drivers who self-park will be able to quickly navigate to the ample parking in the renovated covered parking garages with the help of a state-of-the-art 'park assist' system. Improved way-finding signs, both inside and outside the shopping center, will make getting to your destination easier.

"The result of this renovation will be an unparalleled environment of sophistication and elegance," said David Contis, President of Simon Malls. "Our luxury expansion at King of Prussia in Philadelphia last year has been met with great acclaim from customers and retailers alike and I believe our efforts at The Shops at Riverside will exceed this high standard."

The renowned firm 5+design, will serve as the design architect for The Shops at Riverside. They bring a wealth of retail experience from around the globe and recently completed work on the spectacular two-level 'Fashion Wing' at Simon's Del Amo Fashion Center in Southern California. The general contractor on the project is IMC.

The local community will benefit from this renovation as hundreds of construction jobs will be created by this second phase of the project. Simon has long been recognized for its sustainability practices and the results of this renovation will reduce both electric and water consumption.

"We are excited to see this kind of investment in one of our city's landmarks," said Hackensack Mayor John Labrosse, "and look forward to a continued strong and beneficial relationship with the Shops at Riverside."

### About The Shops at Riverside

An expansive retail destination for luxury fashion, discovery and community, The Shops at Riverside is located only minutes from Manhattan in the affluent suburban area of Bergen County, New Jersey, and managed by Simon, headquartered in Indianapolis, Indiana. A two-level, upscale regional shopping center, The Shops at Riverside is anchored by Bloomingdale's, Barnes & Noble and Pottery Barn and features a full-service day spa. Shoppers will experience an unrivaled collection of over 70 high-end and bridge specialty stores as well as "New Jersey's own Restaurant Row," with eight full-service restaurants. Additional Simon information is available at [www.simon.com](http://www.simon.com). Visit [www.theshopsatriverside.com](http://www.theshopsatriverside.com) for the latest center news, activities, and retailer updates. The Shops at Riverside is on Facebook; check out [www.facebook.com/ShopsatRiverside](https://www.facebook.com/ShopsatRiverside). Follow @RiversideShops on Twitter.

### About Simon

Simon is a global leader in retail real estate ownership, management and development and an S&P100 company (Simon Property Group, NYSE:SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit [simon.com](http://simon.com).



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