



Record Breaking Grand Opening at Simon's Clarksburg Premium Outlets

November 1, 2016

Crowds Throng to D.C. Area's New Landmark Home for Premium Outlet™ Shopping

CLARKSBURG, Md., Nov. 1, 2016 /PRNewswire/ -- Simon, a global leader in retail real estate, announced today its opening weekend of business at the brand new Clarksburg Premium Outlets surpassed the most optimistic expectations of store sales and customer traffic.



"This was the strongest opening weekend of an outlet center we have ever seen," said Mark Silvestri, COO of Simon's Premium Outlets platform. "Clarksburg Premium Outlets has been phenomenally well-received by the entire Washington, D.C. area. Retailers were ecstatic with the results of the weekend with the majority of stores far exceeding their sales plans, many by three to four multiples."

An unprecedented mix of national and international fashion retailers drew massive crowds to the stunning Montgomery County center. Over 61,000 vehicles parked in the center's parking lots, and in excess of 1,000 costumed children participated in Friday evening's 'Safe Trick-or-Treating and Costume Parade' that wound around the 392,000 square-foot center. Visitors included many tour groups, both domestic and foreign.

Clarksburg Premium Outlets offers shoppers everyday savings of 25 to 65 percent on a vast array of apparel, footwear, fashion accessories, leather goods, home furnishings and specialty brands from luxury retailers such as AllSaints, Armani Outlet, Coach, Eredi Pisano, Ermenegildo Zegna, Hugo Boss, kate spade new york, Michael Kors, Saks Fifth Avenue OFF 5th, Salvatore Ferragamo, Thomas Pink, and Tory Burch.

Many fashion brands that are particular consumer favorites are also in the lineup at Clarksburg Premium Outlets such as: Ann Taylor Factory Store, Banana Republic Factory, Brooks Brothers Factory Store, Calvin Klein, Columbia Sportswear, Converse, Gap Outlet, Nike Factory Store, Polo Ralph Lauren, Talbots, TUMI, UGG Australia and Under Armour.

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 88 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 or follow Premium Outlets on Facebook, Twitter, Instagram and Pinterest.

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.

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