



## Simon Announces Transformational Redevelopment Of The Shops At Riverside

November 4, 2015

**The new 'Collection at Riverside' will offer an unparalleled luxury shopping experience adjacent to the region's best dining and entertainment options**

HACKENSACK, N.J., Nov. 4, 2015 /PRNewswire/ -- Simon, a global leader in retail real estate, announced today a transformative redevelopment of The Shops at Riverside to offer a complete luxury shopping, dining and entertainment experience that will further establish the landmark property as the luxury hub in Bergen County.



The transformed Shops at Riverside will be anchored by 'The Collection at Riverside,' a distinctive shopping experience designed for today's uber-luxury shopper. 'The Collection at Riverside' will feature a tranquil, elliptical concourse with soaring, two-level storefronts, perfect for showcasing 25 of the world's most exclusive and sought-after brands. Dramatic 25-foot glass skylights will create an abundance of natural light and an 'open-concept' atmosphere to complement the natural stone flooring and modern architectural details.

Renowned design studio 5+design, a firm that recently completed work on the spectacular two-level 'Fashion Wing' at Simon's Del Amo Fashion Center in Southern California, will serve as the design architect for The Shops at Riverside. 5+design has a wealth of retail experience and has collaborated on other signature Simon properties including Coconut Point in Estero, FL and Pier Park in Panama City Beach, FL.

In addition to world-class modern finishes, 'The Collection at Riverside' will offer a customer experience to rival the world's elite hotels. An exclusive valet area will provide quick and effortless access. A concierge service will attend to every guest's needs such as package delivery and personal shopping. Guests will enjoy plush seating and a concierge lounge alongside exquisite landscaping and beautiful environs. Guests will access the property with ease directly from Route 4.

"'The Collection at Riverside' is a luxury oasis which will be adding an exclusive collection of world-class luxury brands to an already impressive set of top brands including Louis Vuitton, Salvatore Ferragamo, Burberry, Omega, Hugo Boss, Tiffany & Co and of course Bloomingdale's. Today, The Shops at Riverside is already synonymous with luxury and the new 'Collection' will take luxury to the next level," said David Contis, President of Simon's mall division.

Tony Spring, Chairman and Chief Executive Officer of Bloomingdale's said, "We pride ourselves on delivering an outstanding shopping experience at The Shops at Riverside. Our customers have come to expect the latest fashions, personalized service and amenities that make Bloomingdale's like no other store in the world." He added, "Riverside is an important store for our company and we are confident that the redevelopment of the center will further enhance its status as a top shopping destination."

Vicki Hanor, Simon's Executive Vice President and Managing Director of Luxury Leasing added, "We'll be creating something very special at Riverside that will mesh perfectly with our very discerning luxury customers. Our intent is to take our existing strong base of luxury stores and enhance it with the world's most exclusive brands."

Complementing 'The Collection at Riverside,' the upper level will feature lifestyle and home furnishings, including an enticing mix of contemporary retail and home furnishing brands with favorites such as Arhaus, Williams-Sonoma, Pottery Barn, and Pottery Barn Kids.

Finally, adjacent to 'The Collection at Riverside,' a dining and theater district facing Route 4 will offer guests a top culinary destination befitting a true luxury experience, including iconic New York dining destinations to be announced in early spring 2016. Two new restaurants and a café will be added to complement the seven existing restaurants. There will also be a 40,000 square foot upscale theater experience with nine screens, a wine bar, and 1,040 fully-reclining leather seats.

### 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 is owned and managed by Simon Property Group. A two-level, upscale regional shopping center, The Shops at Riverside is anchored by Bloomingdale's and features a full-service day spa and luxury brands, Salvatore Ferragamo, Burberry, Omega, Stuart Weitzman, Tiffany & Co., and more. 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 mall events and retailer updates. The Shops at Riverside is on Facebook; check

out [www.facebook.com/ShopsatRiverside](http://www.facebook.com/ShopsatRiverside). Follow @RiversideShops on Twitter.

**About Simon**

Simon is a global leader in retail real estate ownership, management and development and a 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 [www.simon.com](http://www.simon.com).

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