



## Simon, Glamour, And GQ Bring Back Successful "LOOKBOOK Live" Program For 2015 To Deliver The Ultimate Multi-Platform Fashion Experience To Consumers

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INDIANAPOLIS, March 19, 2015 /PRNewswire/ -- Today, Simon announces the return of LOOKBOOK Live, a joint fashion program in collaboration with *Glamour* and *GQ* magazines, that includes print, digital, social media, and live events, for spring and fall 2015. Kicking off with an eight-page "lookbook" in the April and September issues of *Glamour* and *GQ*, LOOKBOOK Live translates the hottest fashion trends from the runway into real life and shares where to shop the trends at Simon malls and Premium Outlets nationwide. His-and-hers videos providing an in-depth look into how to wear the season's trends are also available online at [simon.com/lookbooklive](http://simon.com/lookbooklive) and via *Glamour's* and *GQ's* digital websites and social channels. The program's social component encourages readers to send a photo of their favorite looks using #foundatsimon and #gqglamourcontestentry for the opportunity to win a \$2,500 shopping spree at a Simon mall.

Hosted in spring and fall 2015, the LOOKBOOK Live Event Series will bring the program's print and digital content to life at eight Simon locations across the United States. This interactive trend showcase, hosted by style pros from *Glamour* and *GQ*, will offer personal one-on-one styling sessions, beauty how-to lessons, social media challenges, and giveaways. The spring events will invite shoppers to 'Make A Date With Style' with date-themed closet vignettes that feature his-and-hers styles for different spring dates and occasions.

Simon LOOKBOOK Live Events will take place at the following locations; all events are free and open to the public:

### Spring

- The Shops at Mission Viejo: Mission Viejo, CA, April 18 (12-5 pm PST)
- Lenox Square: Atlanta, GA, April 25 (1-6 pm ET)
- King of Prussia Mall: King of Prussia, PA, May 2 (1-5 pm ET)

### Fall (check [simon.com](http://simon.com) for dates and times)

- Town Center at Boca Raton: Boca Raton, FL, September/October
- SouthPark: Charlotte, NC, September/October
- Fashion Valley: San Diego, CA, September/October
- Roosevelt Field: Long Island, NY, September/October
- Desert Hills Premium Outlets: Palm Springs, CA, November

"Simon's collaboration with *GQ* and *Glamour* is another example of how we are delivering a qualitatively superior shopping experience to our customers by offering fresh, exciting and relevant programs," said **Chidi Achara, Senior Vice President and Global Creative Director for Simon**. "The LOOKBOOK Live fashion program, which was so well received in 2014, celebrates fashion, discovery and community by integrating print, digital and social media with beautifully customized events that connect with male and female shoppers in every way they experience fashion."

"*Glamour* is thrilled to collaborate with Simon and *GQ* again on the innovative LOOKBOOK Live program," said **Connie Anne Phillips, publisher and chief revenue officer of Glamour**. "It is an ideal partnership for *Glamour* enabling us to bring our style content to life across the country, providing added inspiration and direction to an already fabulous Simon malls experience."

"LOOKBOOK Live is a unique and dynamic way for *GQ* to aid Simon in their efforts to tap into the unmatched spending power of the *GQ* community," said **Howard Mittman, publisher and chief revenue officer of GQ**. "We're thrilled to continue on with this program and are excited to leverage our high-minded, engaged digital community for Simon malls."

In fall 2014, more than 10,000 shoppers experienced the LOOKBOOK Live Event Series in 11 cities nationwide. More than 75 national retailers were featured in the closet vignettes and the program generated 97 million press impressions and over 3.3 million social impressions from bloggers and influencers.

Click here to view the 2015 custom creative and photos from the LOOKBOOK Live fall 2014 events: <http://bit.ly/1Cm2FIN>

### **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).

### **About Glamour**

*Glamour* is the biggest fashion and beauty magazine brand in its competitive set, reaching an all-time high of 1 out of every 8 American women, with 12.2 million print readers and 9 million unique users online. *Glamour* was the first women's magazine with an iPad edition and has launched popular special editions, apps, and books—including two *New York Times* best-sellers—and received a record number of National Magazine Awards, including Magazine of the Year, honoring print and digital excellence, and General Excellence for its category. In 2013, *Glamour* launched its video channel, which now boasts 37 video series, 770 videos, more than 200,000 subscribers, and 46 million views, and has received substantial critical accolades including a 2014 National Magazine Award for Video and a Television Academy honor for the *Glamour* digital video series *Screw You*

*Cancer*. In 2014, *Glamour* launched Lipstick.com, *Glamour's* stand-alone beauty site and Conde Nast's first-ever digital spin-off. With a robust social strategy across Facebook, Twitter, Instagram, YouTube, Snapchat, Google+, and Tumblr, *Glamour's* total social media amplification is at a record high of 48 million. For more information, visit [Glamour.com](http://Glamour.com).

**About GQ**

GQ is the leading men's general-interest magazine, with a monthly readership of 7 million readers. It is available in print, online at [GQ.com](http://GQ.com), and as an app at iTunes.com. The magazine is published by Conde Nast, a division of Advance Publications. Conde Nast operates in twenty-five countries and is the world leader in exceptional content creation.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/simon-glamour-and-gq-bring-back-successful-lookbook-live-program-for-2015-to-deliver-the-ultimate-multi-platform-fashion-experience-to-consumers-300053212.html>

SOURCE Simon

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