



## Simon And Marie Claire Collaborate On An Exclusive SHOES FIRST™ Shopping Guide, Inviting Women To Step Into The Season With Style

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INDIANAPOLIS, Oct. 3, 2014 /PRNewswire/ -- Simon, a global leader in the retail real estate industry, today announced the release of an exclusive SHOES FIRST™ Shopping Guide, inspired by *Marie Claire* Creative Director Nina Garcia's famous fashion philosophy that, "Every amazing outfit *first* starts with a fabulous pair of shoes." The SHOES FIRST™ Shopping Guide is available to shoppers at four of Simon's premier fashion destinations: Copley Place in Boston, The Forum Shops at Caesars in Las Vegas, Phipps Plaza in Atlanta, and Fashion Valley in San Diego.

Showcasing the season's most covetable heels, boots, and flats, the SHOES FIRST™ Shopping Guide, a portable print booklet, features the latest looks from H&M, Jimmy Choo, Michael Kors, Nine West, Prada, and more—all available for purchase at Simon. Pop-up selfie stations are now located in each of the participating malls, encouraging shoppers to snap and share a photo of their personal favorite SHOES FIRST™ style using #foundatsimon and #contest for a chance to win a \$500 Simon gift card.

"The SHOES FIRST™ Shopping Guide provides our shoppers with a beautifully curated showcase of shoes found at our malls," said Mikael Thygesen, Chief Marketing Officer of Simon. "Collaborating with fashion industry leaders such as *Marie Claire* gives our shoppers an exclusive perspective on trends and reinforces fashion and discovery as key elements of Simon's new brand positioning."

"Now in our second year of celebrating SHOES FIRST™, we're beyond thrilled to extend the power—and reach—of this multiplatform movement said Nancy Berger Cardone, Vice President/Publisher/Chief Revenue Officer of *Marie Claire*. "The *Marie Claire* woman is shoe-obsessed, as is the Simon shopper, so it's only fitting that we partner together on this special shopping initiative."

Starting October 1, consumers nationwide are invited to visit [simon.com](http://simon.com) to view a digital copy of the SHOES FIRST™ Shopping Guide, plus read an exclusive shoe-centric Q&A with Elana Zajdman, Associate Accessories Editor at *Marie Claire*.

### 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 Marie Claire

*Marie Claire* ([www.marieclaire.com](http://www.marieclaire.com)) is the fashion magazine with character, substance, and depth, for women with a point of view, an opinion, and a sense of humor. Each issue is edited for a sexy, stylish, confident woman who is never afraid to make intelligence a part of her wardrobe. A culturally relevant experience, *Marie Claire* is published in 35 countries and is read by more than 15 million worldwide. The magazine was founded in 1937 by French industrialist Jean Prouvost, whose goal was to present the realities of life mixed with fashion and beauty coverage. The American edition is published by Hearst Magazines, a unit of Hearst Corporation ([www.hearst.com](http://www.hearst.com)), one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 1H 2014) and reaches 83 million adults (Spring 2014 MRI; includes HGTV prototype). In addition, the company publishes nearly 300 editions around the world. Hearst Magazines Digital Media, dedicated to creating and implementing Hearst Magazines' digital strategy, manages 18 websites for brands such as *Cosmopolitan*, *Popular Mechanics*, *ELLE*, *ELLE DECOR*, *Esquire*, *Good Housekeeping*, *Marie Claire*, and *Seventeen*, as well as digital-only sites such as *Delish.com*, a food site in partnership with MSN. Hearst Magazines has published more than 150 apps and digital editions for the iOS and Android platforms. The company also includes [iCrossing](http://iCrossing.com), a global digital marketing agency. Follow *Marie Claire* on Twitter @marieclaire.

SOURCE Simon

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