



## Simon, Glamour And GQ Team Up For "Lookbook Live," Bringing The Ultimate Omni-Channel Fall Fashion Experience To Consumers

August 26, 2014

INDIANAPOLIS, Aug. 26, 2014 /PRNewswire/ -- Today, Simon announces LOOKBOOK Live, a joint fall fashion program spanning print, digital, social media, and live events in collaboration with *Glamour* and *GQ* magazines. Kicking off in *Glamour's* and *GQ's* all-important September issues with a 9 page custom-shot Simon LOOKBOOK insert, LOOKBOOK Live translates fall's hottest fashion trends from the runway into real life and shares where to shop the trends at Simon malls and Premium Outlets nationwide. The program extends online with significant presence on *Glamour's* and *GQ's* digital properties, including his-and-hers videos, which provide an in-depth look into how to wear fall's trends. The program's social component encourages readers to send a photo of their favorite fall looks using the hashtags #foundatsimon and #gqglamourcontestentry for the opportunity to win a \$2,500 shopping spree at a Simon center.

Starting in September, the LOOKBOOK Live Event Series will bring the program's print and digital assets to 11 Simon centers across the U.S. 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.

Simon LOOKBOOK Live Events will take place at the following locations; all events are free and open to the public from 1:00 p.m. to 6:00 p.m. local time (except for Houston's Galleria, which takes place from 5:00 p.m. to 9:00 p.m. local time):

- Chicago Premium Outlets - Aurora, IL, 9/6
- Wrentham Village Premium Outlets - Wrentham, MA, 9/7
- The Galleria - Houston, TX, 9/12
- Town Center at Boca Raton - Boca Raton, FL, 9/20
- Burlington Mall - Burlington, MA, 9/27
- King of Prussia Mall - King of Prussia, PA, 10/4
- The Westchester - White Plains, NY, 10/12
- Roosevelt Field - Garden City, NY, 10/11
- SouthPark - Charlotte, NC, 10/18
- Lenox Square - Atlanta, GA, 10/25
- Stanford Shopping Center - Palo Alto, CA, 11/1

"Simon's collaboration with *GQ* and *Glamour* comes at an important time as our three American brands assert their fashion authority and style point of view," said **Mikael Thygesen, Chief Marketing Officer of Simon**. "The LOOKBOOK Live fashion program integrates print, digital and social media with innovative, fresh and fun events, connecting with consumers in every way they experience fashion, from gorgeous print and compelling digital to his-and-hers personalized style and shopping opportunities."

"*Glamour* is the unmistakably all-American fashion brand reaching one in eight women nationwide," said **Connie Anne Phillips, Vice President and Publisher of Glamour**. "We're delighted to leverage our reach and access to the industry's hottest talent to create elevated content and programming with Simon that will inspire consumers as they shop this fall."

"We are thrilled to be teaming up with Simon and our sister brand *Glamour* for LOOKBOOK Live," said **Alice McKown, Associate Publisher of GQ**. "Through this unique cross promotion with *Glamour*, we are able to deliver compelling content for both men and women across multiple touch points and to motivate our *GQ* guys to get out and buy at Simon centers this fall. By leveraging *GQ's* broad ecosystem, we are bringing our brand to life and driving meaningful traffic to malls across the country."

### 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

Together, *Glamour* magazine and [glamour.com](http://glamour.com) reach one in every eight American women each month. *Glamour* was the first women's magazine on the iPad 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. *Glamour* launched its video channel in 2013, the first Conde Nast brand to produce original, branded programming, alongside *Glamour's* YouTube channel, which has since grown to more than 170,000 subscribers with over 36 million total views. The *Glamour* digital video series *Screw You Cancer* won a 2014 National Magazine Award for Video and was additionally honored by the Television Academy, the only digital series to be recognized alongside shows from HBO, Showtime, ABC Family, and CBS.

### 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.

SOURCE Simon

Les Morris, Simon, 317.263.7711, [lmorris@simon.com](mailto:lmorris@simon.com)