



## Simon Property Group and Bobbie Thomas Take Style Coast to Coast With Simon Fashion Now(TM)

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**Nation's largest real estate company aligns with style expert Bobbie Thomas to headline free fashion shows and interactive style and beauty events**

INDIANAPOLIS, March 24, 2010 /PRNewswire via COMTEX/ -- This spring Simon Property Group, Inc. (NYSE: SPG) will bring high-energy runway shows to shoppers across the nation with Simon Fashion Now(TM), a free, dynamic celebration of style at all price points at premier shopping centers.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20100324/DE75581>)

Runway shows rivaling fashion industry shows in production values will take place at signature Simon properties in key markets. Yet unlike the industry shows that preview styles unavailable for several months, Simon Fashion Now makes the hottest men and women's fashions of the season accessible; every look from the runway can be immediately found at retailers within the mall. Thousands of visitors are expected to attend the free Simon Fashion Now runway shows and style events across the nation this spring.

"This is the high-energy experience of international fashion shows without hopping a plane to New York or Milan. We're bringing the drama and excitement of haute runways shows to shoppers wanting great looks for the spring season that they can purchase later that day," said Shari Simon, senior vice president of corporate marketing. "Guests of Simon Fashion Now will see looks at all price points, so every shopper can find styles that work for them."

Simon is also upping the ante with its 2010 tour, bringing on **style expert Bobbie Thomas** to offer Simon Fashion Now attendees at certain stops inspiration and advice. Currently, millions of people wake up to catch Bobbie on NBC's "Today Show," where she serves as style editor. Bobbie's national column "The Buzz," featured in *In Touch* magazine, highlights Hollywood's hottest fashion and beauty must-haves. Bobbie was also the co-host of the Style Network's "Fashion Police," and has acted as a trend maven for a variety of E! Entertainment specials, including the annual red-carpet Emmy, Golden Globe, Screen Actors Guild and Academy Awards coverage.

"I love that Simon Fashion Now makes it easy for shoppers to check out gorgeous looks on the runway and instantly recreate them with their own flair by visiting retailers within the mall," said Simon Fashion Now style expert Bobbie Thomas. "I'm so excited to help shoppers select style choices that reflect their inner personality."

Retailers look forward to the dynamic exposure Simon Fashion Now provides, which creates buzz for new styles and spurs sales. "Participating with Simon Fashion Now is always a plus for us, and definitely builds traffic and excitement in our stores," said Amy Kule, group vice president, Macy's Parade and Entertainment Group. "Simon Property Group has been a great partner for Macy's for many years, and we appreciate the opportunities to showcase our latest fashion trends and styles at a first-class event."

While participating retailers vary in each Simon Fashion Now market, shoppers can expect to see an abundance of styles for men and women ranging from casual weekend wear and stylish outfits for the office, to show-stopping looks for a night on the town.

"Between the fresh spring looks set to hit the runway and the style expertise of Bobbie Thomas, this season of Simon Fashion Now is poised to be our best yet," said Jacque Ellis, assistant vice president of corporate special events at Simon. "Shoppers are always excited about the energy of the runway shows and the accessibility of the looks, so we can't wait to hit the road."

In addition to the runway shows, fashion and beauty experts will offer advice and insight into this spring's cosmetic trends, highlight the must-have accessories of the season, and offer tips on updating a wardrobe without breaking the bank. Several stops will include exclusive events and receptions featuring local chapters of non-profits like Dress For Success and Susan G. Komen for the Cure.

Simon Fashion Now is also on Facebook - fashionistas looking for the latest style news, contests, photos and event information for each stop can visit [www.facebook.com/SimonFashionNow](http://www.facebook.com/SimonFashionNow) and simply select 'Become a Fan.'

The following properties will feature Simon Fashion Now(TM) this spring:

-- The Domain - Austin, TX	March 26 - 27
-- La Plaza Mall - McAllen, TX	April 3
-- The Galleria - Houston, TX	April 8 - 10
-- The Fashion Mall - Indianapolis, IN	April 16 - 17
-- The Westchester - White Plains, NY	April 23 - 24
-- Lenox Square - Atlanta, GA	April 30 - May 1

### About Simon Fashion Now(TM)

The concept of Simon Fashion Now was conceived through grand opening events at properties like The Galleria in Houston, TX, The Forum Shops at

Caesars in Las Vegas, NV and The Domain in Austin, TX. Through the success of these grand opening events, which became fashion focused in 2003, Simon decided to take the events national and Simon Fashion Now was introduced. The contemporary program was designed to bring the runway to the everyday fashionista. Fall 2009 stops included Fashion Valley in San Diego, CA; The Galleria in Houston, TX; Burlington Mall in Burlington, MA; Roosevelt Field in Garden City, NY; Town Center at Boca Raton in Boca Raton, FL and SouthPark Mall in Charlotte, NC. Spring 2009 stops included Dadeland Mall in Miami, FL; La Plaza Mall in McAllen, TX; Lenox Square in Atlanta, GA; The Domain in Austin, TX and The Galleria in Houston, TX. 2008 stops included Burlington Mall in Burlington, MA; Fashion Valley in San Diego, CA; Ross Park Mall in Pittsburgh, PA; The Galleria in Houston, TX; The Westchester in White Plains, NY and Town Center at Boca Raton in Boca Raton, FL.

#### **About Simon Property Group**

Simon Property Group, Inc. is an S&P 500 company and the largest real estate company in the U.S. The Company currently owns or has an interest in 382 properties comprising 261 million square feet of gross leasable area in North America, Europe and Asia. Simon Property Group is headquartered in Indianapolis, Indiana and employs more than 5,000 people worldwide. The Company's common stock is publicly traded on the NYSE under the symbol SPG. For further information, visit the Simon Property Group website at [www.simon.com](http://www.simon.com).

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