

## **EMPOWERING BRANDS AT LIGHTENING SPEED, SIMON® LAUNCHES THE EDIT@ROOSEVELT FIELD**

**Short-term retail leader** *Appear Here* tapped to book space in  
*premier shopping destination*

**GARDEN CITY, NY October xx, 2017** - Simon (NYSE:SPG), a global leader in premier shopping, dining and entertainment destinations, is excited to announce the launch of The Edit@Roosevelt Field, a new first of its kind scalable turnkey retail platform, which will launch in November at Roosevelt Field® on Long Island. Simon has exclusively partnered with Appear Here, the leading global marketplace for short-term retail space, to power The Edit@Roosevelt Field and book available spaces for a rotating selection of exciting and diverse new brands with the initial collection taking shape now.

Set in one of America's most iconic shopping centers, The Edit@Roosevelt Field brings together both established and emerging brands to pilot new products in an interactive and experiential retail space that blurs the lines of physical space. For some of the participating brands that have online businesses only, this will be their first foray into a brick and mortar space.

Upon launch, The Edit@Roosevelt Field shoppers can experience and purchase from Raden Smart Luggage, millennial-focused Skinnydip London, menswear brand Vitaly, athletic apparel favorite Rhone, beauty brand Winky Lux, Beltology, dessert darling JARS by Dani, and contemporary art gallery Uprise Art.

"We could not be more excited to be a part of The Edit@Roosevelt Field," said Josh Udashkin, CEO of Raden Smart Luggage. "Raden strongly believes in the power of the mall. There is a lot of foot traffic in malls with different customers to reach. We are a brand that wants to reach new customers where they are already predisposed to shopping. Simon has malls with lots of traffic. We believe the mall is an under-penetrated market for new brands that should be taking advantage of it."

Brands will be displayed in micro retail units ranging from twenty to two-hundred square feet, that are booked seamlessly through Appear Here's online dashboard. The UK-based leader for short-term retail space connects brands, retailers, designers and entrepreneurs with available space to make the process of booking space as easy as booking a hotel room.

“We’re thrilled to be working with Simon on The Edit@Roosevelt Field, which brings additional excitement to the mall and gives today’s shoppers the opportunity to experience new, digitally native brands in a physical space,” says Elizabeth Layne, CMO of Appear Here. “Our mission has always been to give brands access to the best retail spaces, and The Edit@Roosevelt Field is the perfect place for emerging brands to build brand awareness in a prime retail destination just outside New York City.”

The Edit@Roosevelt Field platform provides all the retailing essentials from custom-designed modular fixturing systems, digital media walls, to staffing solutions for any brand that wishes not to provide their own. This ‘turnkey’ micro retail model is what young brands are looking for. All a brand needs to go ‘live’ is product and a desire to tap into a new live customer base. Shoppers will be able to interact with brand ambassadors who will be on hand to provide product information, brand storytelling and convert sales.

“We are thrilled to bring this revolutionary retail model that enables brands to come to market faster and more visibly than ever before beginning at one of our premier properties, Roosevelt Field,” said Zachary Beloff, National Director of Business Development. “This concept is a design-centric, experience driven, and completely transitional place to discover new product and technology in a brick and mortar space. Our customers will be able to experience and interact with new brands like never before.”

The platform offers brands the opportunity to showcase a strategic and curated product selection encouraging consumers to discover new product in a high-touch, low-barrier environment that will elevate the experience of interactive shopping.

### **About Roosevelt Field**

An expansive retail destination for fashion, discovery and community, Roosevelt Field is managed by Simon, headquartered in Indianapolis, Indiana. It completed an expansion and renovation in 2015 that introduced a Dining District, two-level expansion wing and welcomed Long Island’s first Neiman Marcus on February 19, 2016. The center is anchored by Nordstrom, Macy’s, JCPenney, Bloomingdale’s and Dick’s Sporting Goods and has more than 270 specialty stores. It also features restaurants offering an eclectic mix of cuisine, including Havana Central, The Capital Grille, Grand Lux Café and Seasons 52 and is conveniently located at the intersection of Old Country Road and Meadowbrook Parkway in Garden City. Guests will find unparalleled customer service with amenities including complimentary Wi-Fi; indoor device charging stations; valet parking; complimentary wheelchairs; strollers; comfortable soft seating areas and a post office. For more information, please go to

simon.com. Visit [simon.com/mall/roosevelt-field](http://simon.com/mall/roosevelt-field) for the latest mall events and retailer updates; on Facebook [facebook.com/RooseveltField](https://facebook.com/RooseveltField); or Twitter [@RooseveltField](https://twitter.com/RooseveltField).

### **About Appear Here**

Appear Here is the leading global marketplace for short-term retail space. It connects brands, retailers, designers and entrepreneurs with available space seamlessly online. Launched in February 2013 by 20-year-old Ross Bailey, Appear Here has become the go-to destination to make creative, retail ideas happen. Thousands of major brands like Supreme, Loewe, Coca-Cola, Net-a-Porter and Kanye West, as well as independents and entrepreneurs, use Appear Here.

Over 4,000 exclusive spaces have been listed on Appear Here in the UK and France, and as of April 2017, Appear Here has added New York's top neighborhoods like Nolita, Soho, West Village, Chelsea and Williamsburg to its global network of spaces. The company also works with leading retailers like TOPSHOP to list space in their flagship stores.

### **About Simon**

Simon is a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE:SPG). Our properties across North America, Europe, and Asia provide community gathering places for millions of people every day and generate billions in annual sales. For more information, visit [simon.com](http://simon.com).