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MEDIA ADVISORY

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SouthPark Mall Announces Exclusive, First-to-Market Retailers and Dining for 2024 Season

CHARLOTTE, NC – [SouthPark Mall](#), a Simon Property Group shopping destination featuring the area’s most sought-after brands, is announcing seven new retailers and one major restaurant to its already impressive lineup of stores and services.

Each addition is unique to the Carolinas and set to open throughout 2024. Once each opens, SouthPark will be made up of 55% brands unique to Charlotte, 37% brands unique to North Carolina and 33% brands unique to the Carolinas.

“SouthPark Mall is where shoppers come for an experience they can’t find anywhere else in the Carolinas and we’re proud to continue to bring the best of the best to Charlotte and the surrounding Carolinas,” said Holly Roberson Van Cleave, director of marketing and business development at SouthPark Mall. “This list of retailers showcases our commitment to providing unmatched quality and luxury, and we’re excited to welcome these new additions to our roster, elevating the overall experience our visitors expect and enjoy.”

The list of coming-soon retailers and restaurants includes:

- [Bally](#), a Swiss luxury brand deeply rooted in a rich heritage of shoemaking and presenting unique designs in shoes and accessories, is set to grace the space across from David Yurman.
- [Diptyque](#), iconic French perfumer, known for expertly crafted singular perfumes for the self and for the home, plus scented skincare products and decorative objects, will captivate clients in their new boutique located in the luxury wing.
- [Vuori](#), known for making premium performance apparel inspired by the active Coastal California lifestyle that is built to move in and styled for life, will open next to Sephora.
- The mall is also welcoming the arrival of two prestigious watch brands, [Tudor](#) and [Breitling](#). Tudor, synonymous with Swiss fine watchmaking and known for its robust and mechanical watches, will find its home next to Fink’s Jewelers. Breitling, a global brand known for its high-precision timepieces and aviation legacy, will be in the fountain courtyard.

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About Simon

[Simon®](#) is a real estate investment trust engaged 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