

Media Contact:

Bonni Pear, The Motion Agency
(773) 644-6379
bpear@agencyinmotion.com

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**Global Retail Leader Simon Announces First Round of
New Luxury Brands Coming to Southdale Center**
Gucci, Moncler, Max Mara, and Breitling among first-to-market names

EDINA, Minn. – [Simon](#)[®] (NYSE:SPG), a global leader in premier shopping, dining, entertainment and mixed-use destinations, today revealed the first group of luxury retailers slated to open at [Southdale Center](#) beginning Q4 2024. An exclamation mark on the center’s progressive upscale transformation, the list of eight standout names includes four high-profile newcomers to the Minneapolis/St. Paul market – luxury icon [Gucci](#), bespoke high-end clothier [Moncler](#), women’s fashion titan [Max Mara](#), and globally renowned watchmaker [Breitling](#).

“This is the first in a series of exciting Southdale announcements we anticipate making in the coming months,” said Jonathan Murphy, Co-President of Simon’s Mall Platform. “The demographics of Edina and Southdale’s historic significance make this redevelopment a passion point for Simon.”

Also announced were the anticipated early 2025 openings of storied British clothier [Burberry](#), luxury watch stalwart [Watches of Switzerland/Rolex](#), luxury accessory brand [Coach](#), and the ever-popular women’s accessories brand [kate spade new york](#).

“These highly sought-after, world-class brands, combined with Southdale’s dynamic mix of dining and entertainment, clearly establish the center as the Twin Cities’ preeminent fashion and experiential destination...and we are just getting started,” Murphy said.

Earlier this quarter, high-end fashion brand [Tory Burch](#) and popular athleisure retailer [Lululemon](#) announced plans to relocate to Southdale Center in spring 2024, joining [Kowalski’s Market](#) and upscale mini-golf concept, [Puttshack](#), among the center’s highly anticipated openings this calendar year. These developments mark a continuation of the progressive transformation designed to create the ultimate Live/Work/Play/Stay/Shop destination experience. Southdale’s evolution began with construction of the One Southdale Place luxury apartments in 2014 and kicked into high gear in 2019 with the highly publicized openings of Life Time Edina at Southdale, Life Time Sport, and Life Time Work, following on the heels of Minnesota’s only Restoration Hardware Gallery, and a number of exciting restaurant concepts.

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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.