



Media Contact

Bonni Pear

bpear@agencyinmotion.com

Southdale Center Transformation Continues With Exciting Retail Additions

Momentum continues for suburban Minneapolis' premier shopping, dining and entertainment destination with nine new prestigious retailers throughout the property

EDINA, Minn. (February 5, 2025) — [Simon®](#), a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, today announced the addition of new retailers to [Southdale Center](#), continuing the total transformation of suburban Minneapolis' premier shopping and dining destination.

Beginning in Spring 2025 and rolling out through 2026 and beyond, the center will welcome:

- [Aritzia](#), an innovative design house known as the creators and purveyors of Everyday Luxury, home to an extensive portfolio of exclusive brands for every function and individual aesthetic.
- [Mango](#), one of the leading international brands in the fashion industry.
- [Pandora](#), the world's largest jewelry brand featuring high-quality materials at accessible price points.
- [Athleta](#), a leading women's performance activewear brand.
- [JD Sports](#), a leading retailer of fashionable sportswear and sneakers.
- And [CAMP](#), a family-focused shop and play experience with rotating themes that opens its first location in Minneapolis.

These additions are the next step in a comprehensive transformation of Southdale Center, a strategic multimillion-dollar investment by Simon that has added significant amenities to become a destination for people to live, work and play. The new retailers will be located throughout the center, as Southdale Center's transformation takes root across the entire property.

"With the addition of these new retail and entertainment options, there are even more reasons for shoppers to rediscover Southdale Center," said Jonathan Murphy, Co-President of Simon Malls. "Adding prestigious new offerings such as Aritzia, Mango, and CAMP continues the complete transformation of a community cornerstone, creating unprecedented momentum at Southdale. We are looking forward to a terrific 2025 and beyond."

The current transformation of Southdale Center is every bit as bold and ambitious as the center's original opening in 1956, when it became America's first fully enclosed and climate-controlled mall.

A new, fully leased luxury wing is set to launch in 2025. The center is adding modern finishes, more open spaces and enhanced natural light. These new efforts build on previous significant enhancements, which include luxury apartments, local upscale grocery store Kowalski's, a Homewood Suites by Hilton hotel and lifestyle-centric brands including Life Time, RH and Puttshack.

“While so much has changed since Southdale completely changed the way people experience shopping malls in 1956, one thing remains the same: our commitment to delivering memorable experiences for our shoppers and our community,” said Judy Tullius, General Manager of Southdale Center. “Simon is making a significant long-term investment in the center that is transforming it into so much more than a mall. Southdale is an exciting, dynamic destination that is designed to meet the shopping and lifestyle needs of today’s customer.”

For more information about the Southdale Center redevelopment, please visit [the following website](#).

###

About Southdale Center

Since it opened in 1956 as America’s first fully enclosed and climate-controlled mall, Southdale Center has been suburban Minneapolis’ premier shopping and dining destination. Currently undergoing a multi-year, multimillion-dollar transformation of the entire property, Southdale Center is anchored by Macy’s, Kowalski’s, and Life Time Edina and features nearly 100 retail and restaurant selections. With a new fully leased luxury wing set to open in 2025, Southdale Center is the ultimate destination for visitors to live, stay, play and make memories.

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.