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Influx of New Retailers Continues at Southdale Center

Suburban Minneapolis' premier shopping, dining and lifestyle destination welcomes next round of new retail additions

EDINA, Minn. (May 13, 2025) — [Simon®](#), a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, today announced the latest round of retail additions to [Southdale Center](#), the next step in a multi-year, multimillion-dollar transformation of suburban Minneapolis' premier shopping, dining and lifestyle destination.

The additions to Southdale Center include a planned May opening for [Vineyard Vines](#), which creates a wide range of clothes and accessories for the good life. Also coming in May is a newly renovated space for [Banana Republic](#), which creates classics with character—working with renowned mills and ateliers around the world on quality fabrics, effortless silhouettes, and thoughtfully-crafted details.

[Garage](#), a casual clothing brand for young women made to inspire confidence, is set to open in November. And planned for a 2026 opening at Southdale is [Tommy Bahama](#), providing stylish, upscale offerings designed to help you relax in style.

“We are excited to welcome yet another round of new and revitalized retailers to Southdale Center. These additional commitments show that decisionmakers at the nation’s most relevant retailers see the same thing we do: a groundswell of momentum and energy at the center,” said Jonathan Murphy, Co-President of Simon Malls. “We invite all shoppers to come rediscover Southdale Center, as this ambitious transformation continues to make Southdale a destination that fully embraces the concepts of live, work, stay and play.”

Another round of retail additions will be revealed in June with the grand opening of a new, fully leased luxury wing.

The comprehensive 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. Serving shoppers from mass market to luxury, the center will feature more than 50 new luxury, aspirational and top mass-market brands, including 16 market-exclusive brands and experiences such as CAMP, State & Liberty and Tory Burch, as well as luxury brands such as Breitling, David Yurman, Max Mara, Moncler and Watches of Switzerland.

Other previously announced notable brands that have already opened or are opening soon include Aritzia, Athleta, Kate Spade, Kendra Scott, lululemon, Marc Jacobs, Rowan and Tumi.

Celebrating the vision that Southdale Center becomes an inviting hub to live, work and play, the transformation also includes a flagship Life Time athletic country club, Life Time Work and Life Time Pickleball; a three-level, nearly 60,000 square foot RH retail concept featuring home furnishings in a gallery setting and RH Rooftop Restaurant; local upscale grocery store Kowalski's; Puttshack, an upscale, tech-infused mini golf experience; plus a Homewood Suites by Hilton hotel.

"The transformation of Southdale continues, as the center becomes the Twin Cities' primary destination for fashion, lifestyle and community engagement," said Judy Tullius, General Manager of Southdale Center. "Southdale was known for innovation when the center first opened in 1956, and that remains true today. We are delivering an unparalleled shopping experience with a curated mix of high-end retailers, sought-after fashion brands, diverse dining, entertainment and lifestyle offerings."

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

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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.