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The Fashion Mall at Keystone® Unveils Next Chapter with New Elevated Retail & Dining Experiences

Ongoing transformation continues at Indiana's premier destination to shop, dine, and play

INDIANAPOLIS – [Simon®](#), a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, today announced new retail and dining experiences joining [The Fashion Mall at Keystone®](#) as part of its [previously announced evolution](#). This next phase expands the center's distinctive home décor and culinary mix, introducing Arhaus, Design Within Reach, North Italia, Kitchen Social, and 7th Avenue.

Simon's continued investment underscores its commitment to maintaining The Fashion Mall at Keystone's position as the region's leading experiential shopping and lifestyle destination.

The multi-story project, already underway, will transform the former department store space and adjacent area in the southeastern section of the center into a vibrant, open-air environment. The project will introduce a curated mix of new retail concepts alongside desirable dining experiences within a lush green space that provides a tranquil setting while enhancing connectivity.

"Through a curated mix of luxury retail, elevated dining, and inviting outdoor spaces, we are designing an experience that brings the community together and establishes The Fashion Mall at Keystone as the premier gathering place for Indianapolis," said Mark Silvestri, President of Development at Simon.

Retail additions include home furnishing and décor leaders such as Arhaus, delivering sustainably sourced, artisan-crafted furniture and décor, and a first-to-market Design Within Reach, offering exceptionally crafted, built-to-last, and beautifully designed furnishings. 7th Avenue will also join the lineup, featuring modern furniture designed with durability and comfort. Reis-Nichols Jewelers, long recognized as the Indianapolis area's premier jewelry store and luxury watch retailer, will also debut a flagship showroom set to open at the end of 2026.

Complementing the retail offerings are two standout culinary experiences. North Italia will bring crave-worthy Italian fare, with menus spanning brunch, lunch, and dinner, featuring Italian classics, creative small plates, and an exceptional wine selection. Kitchen Social, a modern tavern concept, will offer an open kitchen preparing comfort food and chef-driven specialties from scratch, with a menu inspired by a variety of cuisines including Italian, Mexican, and Asian fare, alongside beer, wine, and specialty cocktails.

Phased openings will begin in late 2027, with additional retail and dining experiences arriving in 2028.

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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.

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