HAPPENINGS

Chris Riccobono
Co-founder, UNTUCKit

Inside

Size up the physical retail experience at digitally native leader UNTUCKit, check out Instagram-ready spaces at top Macerich properties and take in new luxury names at Scottsdale Fashion Square.

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UNTUCKit Fits Top Properties

Thanks to UNTUCKit, buttoned up doesn't have to mean buttoned down – in fact casual sophistication is the name of the game for this fast-growing retail brand. What began as an online concept is rapidly adding an essential layer with physical retail stores in top markets that engage shoppers and create new customers.

Happenings talked with UNTUCKit Co-founder Chris Riccobono about how their solution to the problem of long and floppy shirts is driving a retail renaissance in men's clothing and more.

UNTUCKit is heading quickly to 50 stores by the end of 2018. As a digitally native brand, can you describe what you like about brick and mortar?

In 2015 we were doing really well with e-commerce only, but in thinking about our growth, we were influenced by research that indicates something like 70% of men wouldn't buy without touching the product. So we opened a pop-up in Soho. It was incredibly successful, and we learned so much. Most people coming in had heard of us and seen our ads, but they weren't ready to buy. With a physical retail experience, we could push them over the edge.

For customers, e-commerce is always going to be a little bit annoying if it doesn't fit – even though we cover shipping both ways. People still have to print the label, put it on and arrange the return. For us, our margins are better in store because we save money on shipping. And stores also add to brand credibility among new shoppers.

Tell us about UNTUCKit's in-store experience.

It's not a chore to come to UNTUCKit – it's a fun experience. We have a unique structure and highly engaged associates who understand and convey what's so great about our shirts. We keep one of each shirt in front and our try-on shirts are all in the back. Customers try on and pick their size. Then they go around and select the styles they want. Men want a clean, easy process and that's exactly what we deliver. Some stores offer whiskey on the weekends too – it's always fun at our stores.

Who are your customers and how do they fit the UNTUCKit lifestyle?

Our demographic is massive, men ages 25-70, which is huge for a brand. We used to say our shirts are "for life outside the boardroom," but now guys are wearing nice jeans with an UNTUCKit shirt and a sports jacket to work and everywhere. Our lifestyle is about comfort and relaxation, the opposite of a corporate feeling. It's really taken off. Now we'll see shirts that are not even our brand and they call it UNTUCKit – kind of like Kleenex. We have authority in the space and we've reset the trend. Now we've added pants, shoes, jackets and even some women's and kids' clothing. What brings it all together is the right fit.

How about your growth plans and your incredible VC backing?

What sets us apart is that we have a unique product that is more of an invention. Based on our success in digital marketing and retail, our investors believe we can be a $1 billion company with huge international expansion opportunities. We expect to have close to 100 stores by the end of 2020 and how we select our markets is very data driven.

Where do you prefer to locate?

Our team looks for prime locations with great foot traffic in markets where our e-commerce customers already are. We like to locate near shaving companies, tech companies – men's relevant brands. Not just men's clothing stores, but high-experience concepts that are a draw for men. We like being near other digitally native vertically integrated brands, which is an area Macerich really understands. They are creative and they know well that brick and mortar is a new area for many e-commerce brands. Macerich gets it and they have great properties that are attracting the key brands.

Meet Ann Menard, Macerich's New Executive Vice President, Chief Legal Officer

Macerich's new Executive Vice President, Chief Legal Officer Ann C. Menard is a real estate expert through and through. In fact, what drew her to the company is the quality of its real estate, the premier locations and top markets. But she also values how Macerich sees opportunities in the changing retail landscape.

"Macerich is constantly honing its core strengths and always elevating its portfolio, but what I particularly like is that people see opportunity – not only around the corner, but miles ahead. That is energizing," said Menard.

Before joining Macerich, Menard was U.S. General Counsel and Managing Director for Tishman Speyer, a global real estate leader. During 12 years with Tishman Speyer, she managed legal activities and risk in connection with that company's operations in major U.S. markets. Among the high-profile projects she is most proud of is The Campus at Playa Vista, also known as "Silicon Beach," thanks to the tech titans Google, Yahoo and YouTube that office there.

Menard began her legal career at O'Melveny & Myers LLP, where she became a partner, representing both public and private real estate companies and financial institutions.

For Menard, real estate is about more than buildings, it's about building communities. She and her husband Jean-Paul were honored this spring for their extensive volunteer commitment to the Toberman Neighborhood Center in San Pedro. This meaningful nonprofit organization assists local families and individuals with services ranging from academic and recreational programs for children to gang prevention, advocacy, legal support and more.

Menard's approach to leadership mirrors her views on building community. "One of the things I've always strived to do is motivate people – and I look forward to doing this at Macerich. I believe the best way to lead is to encourage people to be their best selves and do their best work, and this is clearly an environment that fosters creativity and growth."

Picture-perfect Spaces at Macerich Properties

Colorful, custom artworks and installations at Macerich properties are ready for their close-up. And that's exactly what visitors are seeking – one-of-a-kind settings to express themselves with selfies.

Among the best examples is Candytopia, the immersive, Instagram-ready confection at Santa Monica Place that is drawing thousands, including top celebrities – like Khalid, Gwyneth Paltrow and Drew Barrymore – to experience something special. And then post about it.

The high-traffic sugar rush of Candytopia at Santa Monica Place runs through early July. "The different candy-themed environments are perfect for Instagram, Snapchat and other social platforms that let people share their experiences with friends," said Ken Volk, Chief Marketing Officer, Macerich. "We continue to focus on bringing our shoppers engaging activations like Candytopia, plus exciting new retail, brands and iconic backdrops, that enhance their experiences – and drive additional traffic – to our top properties."

At Macerich's Twenty Ninth Street in Boulder, CO, shoppers are drawn to clever murals and cool architectural structures – we're talking igloos – to snap unique pics and poses. At Scottsdale Fashion Square, a larger-than-life new mural coming this summer will be a "hot" spot for Instagram moments and more.

Macerich starred in the recent WWD cover story on the growing trend of Instagrammable spaces at retail places. According to WWD, "What started as a platform for Millennials' food porn has evolved into a key mechanism for stoking consumers' desires and getting the word out." 😜❤️🌈😀

35 likes

TNS_SHOPPER Treat Yo Self 💁🏼‍♀️... more

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More Luxury at Scottsdale Fashion Square

It's very clear why world-renowned luxury names choose Scottsdale Fashion Square. With 40+ luxury and contemporary brands and top-performing Neiman Marcus and Nordstrom stores, this high-end property is the definitive home for retail's best in sun-soaked, resort-filled Scottsdale. In fact, this remarkable destination draws upscale shoppers from more than 250 miles in any direction.

Recent high-profile recommitments include Tiffany & Co., Jimmy Choo, Omega, Louis Vuitton and St. John. As well, luxury leader Escada recently opened a brand-new store at the upscale property. And Saint Laurent will open its first Arizona store in the enhanced setting for luxury at Scottsdale Fashion Square.

Great names in every category can't resist the lure of Arizona's finest retail property. Contemporary fashion favorite TRINA TURK is opening a first-to-market presence this fall. As well, recently announced high-end restaurant concepts Ocean 44 and Toca Madera will be part of the heightened luxury presentation. On-trend digitally native brands UNTUCKit and Morphe also just announced stores at Scottsdale Fashion Square.

Happening now is the first phase of an inspired renovation that is updating and redefining the luxury wing anchored by Neiman Marcus. Details include new fine furnishings and finishes, custom artwork, a dedicated luxury valet and resort-level restrooms. Key elements reframing the experience are a striking new north entrance and arrival point, two-story storefronts and destination restaurants with spill-out, café seating. All due to open this fall, this project will be followed in future phases by the addition of residences, Class A office space, and a hotel.

Scottsdale Fashion Square is one of the nation's premier shopping destinations with nearly $1 billion in annual sales. With 1.9 million square feet, and 200+ shops and restaurants in all, Scottsdale Fashion Square today features names including Gucci, Cartier, Bottega Veneta, Bulgari, Prada, Salvatore Ferragamo, Burberry, David Yurman, Sephora, lululemon, Tesla, Anthropologie and others. For leasing information, contact Kim Choukalas by email at Kim.Choukalas@macerich.com or phone at 602-953-6200.

Din Tai Fung, 'World's Greatest Dumplings,' Coming to Washington Square

Little pillows of deliciousness – the famed dumplings of Din Tai Fung – are coming to Washington Square, Macerich's market-dominant retail powerhouse in Portland.

The new restaurant will be the first in Oregon, set to open this holiday season. Currently the only U.S. outposts of this global food phenomenon are located in several California markets and Seattle. Every Din Tai Fung location features a distinct, modern design.

"Washington Square is the right setting in Portland for our sought-after restaurant experience," said David Wasielewski, managing partner of the new Portland location and the successful Seattle-area Din Tai Fung restaurants. "Fans of our delicious dumplings in Portland have made it clear they are ready to welcome Din Tai Fung here and we can't wait to create a custom-designed setting and experience for food-focused Portland."

Din Tai Fung generates tremendous crowds, excitement and positive media attention wherever it opens. "Our shoppers look to us for great new experiences and Din Tai Fung is one of the most talked-about restaurant concepts anywhere," said Maria Halstead, Senior Manager, Property Management, Washington Square. "Din Tai Fung thrives in top retail settings in California and Seattle, and this high-experience restaurant is a superb fit with the experience-forward collection of retailers and brands we feature at our high-traffic property."

Originally founded as a cooking oil retail business in 1958, Din Tai Fung was reborn as a steamed dumpling and noodle restaurant in 1972. Din Tai Fung has expanded to over 12 countries, giving people around the world the opportunity to experience a classic "taste of Taiwan." Popular offerings include the famous soup dumplings – XiaoLongBao – with fillings like pork and crab, truffles and more. Yum.

Luxury Fitness Destination Ups the Experience at Biltmore

High-end fitness plus high-end fashion plus high-end dining. It's all part of the experience equation for top Macerich properties around the country.

The latest example is a Diamond-level Life Time®, a luxurious new fitness, wellness and entertainment destination coming to Biltmore Fashion Park in Arizona.

Kim Choukalas, Macerich VP of Leasing, describes the resort-like fitness concept as a smart complement for this iconic center. "Biltmore Fashion Park, with its gorgeous green lawn and spot-on collection of luxury retail and fine dining, is a favorite experience for the region's best shoppers. The new, top-level Life Time destination adds to the powerful list of attractions for this one-of-a-kind property."

The ground-up, 80,000 square-foot Life Time is the first Diamond-level location in Arizona, where the company currently operates five other clubs. Life Time at Biltmore Fashion Park will offer LifeSpa, a full-service salon and spa; LifeCafe, a fast-casual restaurant and bar; a rooftop pool with bistro; plus a unique Kids Academy program, group fitness studios, yoga studios, a cycle studio, a Pilates studio and a basketball court.

Of course, the all-outdoor Biltmore Fashion Park is Arizona's original luxury retail destination. The property features Saks Fifth Avenue, Macy's, Stuart Weitzman, Jonathan Adler, lululemon and more, plus a stellar line-up of destination restaurants including The Capital Grille, The Cheesecake Factory, and Seasons 52, and a rich variety of dining experiences from Fox Restaurant Concepts, such as True Food Kitchen, Zinburger and BLANCO TACOS + TEQUILA.

To sum it up: Eat, drink, shop, soak up the sunshine and do your sun salutation – all in one beautiful and convenient location with important, around-the-clock traffic-driving impact. Look for additional upscale Life Time locations at more Macerich properties.

Broadway Plaza Celebrates On-Site Solar Power

It was sunny-side up when Broadway Plaza, the all-outdoor, high-experience retail destination in the heart of Walnut Creek, CA, celebrated the installation of 5,160 solar panels just before Earth Day.

The solar installation is part of the wide-ranging sustainability focus at the expanded, updated – and high-performing – Broadway Plaza, which was designed to earn LEED® Gold certification from the U.S. Green Building Council.

Key elements of the property's green building process included taking advantage of existing structures to greatly reduce the carbon footprint of development. The property's design for sustainability included everything from recycling more than 95% of construction-related materials from demolition to creating paving and roof surfaces to reduce the heat island effect, along with reducing light pollution, adding low-flow fixtures, planting drought-tolerant landscaping and more.

"It makes sense to take advantage of the East Bay's reliable sunshine, and the new installation of 5,160 solar panels at Broadway Plaza will produce substantial clean energy on site," said Jeff Bedell, Vice President of Sustainability for Macerich. "And it's not only happening here. Across our portfolio, in 2017 alone we produced nearly 39 million kWh of clean energy from 12 on-site solar power projects and six on-site fuel cell systems."

On-property power generation reduced Macerich's carbon footprint by more than 29,000 metric tons of CO_2e in 2017 – which is equivalent to keeping 6,253 cars off the road for a year. In fact, the amount of on-site clean energy the company produced in 2017 was more than double the amount in 2016.

Clean energy production at key properties is an important component of Macerich's award-winning sustainability program, which has a long-term goal of generating zero energy waste, near zero emissions, zero water waste and zero landfill impact by 2025-2030.

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