

Fashion District Philadelphia: The New Center of Center City

When you cover three city blocks in the heart of one of the country's most exciting, high-growth urban areas—Center City Philadelphia—you get to call yourself a “District” if you want.

That's exactly the case for Fashion District Philadelphia, a major new retail, dining and entertainment experience now under construction at the city's epicenter of business and culture on Market between 8th and 11th streets. Uniquely situated on top of a bustling regional rail hub that transports more than 22 million people each year, the new Fashion District Philadelphia is just steps away from Philadelphia's most-visited tourist attractions. Every year, more than 42 million people visit this neighborhood's iconic sites including Reading Terminal Market, Independence Hall and the Convention Center.

Originally planned as an outlet center, Fashion District Philadelphia changed its name last year to better reflect the demand from a broad mix of uses and brands. “We always envisioned this project would include a unique mix of tenants and experiences designed to meet modern

trends and consumer demand in the dynamic, downtown Philadelphia market,” said Heather Crowell, SVP, strategy and communications for PREIT.

“Unlike a traditional mall, this outward-facing cityscape will be the region's first metropolitan shopping destination that combines flagship brands and designer outlets with authentic dining, entertainment and art experi-

ences. What's even better is that all of this comes together as a single, centralized place in one of the country's hottest areas, downtown Philadelphia's Market East corridor.”

Already announced tenants for the property's exciting mix include a three-story H&M—Philadelphia's largest at 38,000 square feet. “H&M has experienced a warm welcome from customers and fans in Pennsylvania and is



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happy to continue to expand its store and employee count in the state with our new location coming to Fashion District Philadelphia,” said Patrick Shaner, an H&M spokesperson for the brand’s expansion in the U.S.

Also on board for the new Fashion District Philadelphia is a brand-new AMC Theatres “dine and recline” movie theater experience and the recently opened new flagship location for Burlington Stores. In all, the project is set to feature 838,000 square feet of flagship retail, designer outlets, dining and entertainment.

The new elements will complement the

already open, highly successful Century 21 department store, which made the bold move to kick start this project with its first store outside the New York metropolitan area.

“We’re seeing sizable retail demand to be part of this one-of-a-kind project,” said Jamie Bourbeau, SVP of outlets for Macerich, which is creating this project in partnership with PREIT. “Right now, there is \$5.2 billion in development happening in this part of Center City, which makes sense because Philadelphia has the second-largest downtown workforce on the entire East Coast. Retailers, restaurants

and entertainment experiences see the momentum here and understand why we’re reinventing this incredibly situated property.”

Businesspeople who work nearby are ready for what’s next at this major destination in Center City. John Dougherty, who works on 8th Street’s famed Jewelers’ Row, drives in from his suburban home on the Main Line or sometimes takes the train right to the transit center at the heart of the new Fashion District Philadelphia.

Dougherty looks forward to the convenience of more and better food and retail options indoors, just a few blocks from his office, right on his commute.

“Even as this project is still under construction, it’s already adding new vitality to the neighborhood,” Dougherty said. “Last year, I noticed the bright and open entrance at 9th. It’s a great improvement. I’m excited for the opening of new and more diverse places to eat and shop. I have felt this is an underutilized space with all the daily commuters for quite some time. At the risk of sounding like a jeweler, I’ve always thought of this space as a diamond in the rough.”

In addition to office workers and well-heeled city dwellers, university students, faculty and tourists, upscale suburbanites making their way to Center City are a key demographic for the new Fashion District Philadelphia. First-time new mom Sophia Wertheimer is definitely busy—but she and her husband enjoy coming to Center City for new experiences. “We got married a couple of years ago at a museum just a few blocks away from the new Fashion District Philadelphia,” Wertheimer said. “This whole area is changing in really great ways. I already love Century 21, but I think the overall redevelopment is going to be amazing.”

In line with the neighborhood’s focus on the arts and historical places, the new project is committed to playing a role in the cultural landscape. Fashion District Philadelphia will host exhibits and serve as an attraction for art-focused locals and tourists. Overall, the project will invest more than \$1 million in commissioned art installations and will feature a mix of nationally known and local artists showcasing contemporary murals, 3D designs, digital art and more.

Already, Fashion District Philadelphia is a powerful destination because of its enviable position over a major transit hub. With thousands of commuters traveling right to the property every day, this high-traffic setting will tap into a range of people’s needs—from inviting places to spend time, to smart retail choices that blend discovery with “on the way” convenience. But from the very start, drawing people to the new downtown destination will be as routine as the always-arriving trains.

Fashion District Philadelphia is a joint project of PREIT and Macerich. For leasing information, please contact Jamie Bourbeau, SVP, outlets at 716-805-0101, Jamie.Bourbeau@macerich.com.

