



THE SHOPS <sup>AT</sup> NORTH BRIDGE

• MICHIGAN AVENUE •

WITH

**EXTRAORDINARY**

EXPERTISE IN ALL DISCIPLINES,

**SUPERB KNOWLEDGE**

OF THE EVER-CHANGING

**CHICAGO RETAIL LANDSCAPE &**

LONG-STANDING RELATIONSHIPS

WITH THE WORLD’S TOP RETAIL BRANDS,

**MACERICH WILL EXCEED EXPECTATIONS**

IN THE RE-INVESTING OF

**THE SHOPS AT NORTH BRIDGE.**

NORDSTROM   50 STORES   20 RESTAURANTS   6 CHIC CITY BLOCKS



THE SHOPS AT NORTH BRIDGE  
• MICHIGAN AVENUE •



# THE VISION

Sprawling six iconic blocks in the heart of the city's famed Michigan Avenue district, The Shops at North Bridge is already home to 50 specialty stores and 20 restaurants. This prestigious property is enhanced with a new mall entrance creating a presence on the busy intersection of Grand Avenue and Rush Street in the heart of the bustling River North District. Along with the new entrance, Eataly, the world's largest artisanal Italian food and wine emporium, opened its second U.S. location (and largest at more than 60,000 square feet) at The Shops at North Bridge.

# THE CITY OF CHICAGO

The Shops at North Bridge is optimally located on the famed Magnificent Mile in one of the country's top retail and tourism markets. Recognized as one of the world's most influential cities and the commercial, cultural and transportation hub of the Midwest, Chicago's economic strength is balanced by an equally impressive quality of life. The Windy City is home to seven professional sports teams, a diverse and world-renowned mix of arts and cultural institutions, 550 parks, and an acclaimed academic community with more than 102 major educational institutions, including the prestigious Northwestern University and University of Chicago.

WITH A POPULATION OF OVER 2.7 MILLION, CHICAGO IS THE THIRD LARGEST CITY IN THE UNITED STATES. 94 OF THE FORTUNE 100 COMPANIES HAVE A PRESENCE IN CHICAGO.





SOURCE: Greater North Michigan Avenue Association, North Michigan Avenue By The Numbers 2012 Report

# THE NORTH BRIDGE EXPERIENCE

MORE THAN 30 MILLION PEOPLE VISIT MICHIGAN AVENUE EACH YEAR.

OVER 50,000 PEOPLE WALK MICHIGAN AVENUE EACH WEEKDAY.

41,000 CARS TRAVERSE THE AVENUE EVERY WEEKDAY.

THE MAGNIFICENT MILE GENERATES \$1.8 BILLION IN RETAIL SALES ANNUALLY.

THE MICHIGAN AVENUE DISTRICT IS HOME TO MORE THAN 275 RESTAURANTS.

Named one of the Great Avenues of the World, The Magnificent Mile is home to exclusive retail establishments, prestigious boutiques, critically-acclaimed restaurants and luxurious accommodations. Nestled among the skyscrapers and within blocks of the city's beautiful lakefront, Michigan Avenue is the hub of glamour and excitement for the entire city. It's where luxury meets the affluent shopper. And this is home to The Shops at North Bridge. Spanning six chic city blocks, 50 stores and 20 restaurants, the shopping destination appeals to a vast demographic, as well as world-renowned brands. Since opening in 2000, The Shops at North Bridge has continued to transform while remaining a timeless attraction on The Magnificent Mile.

# THE TRADE AREA

	TOTAL TRADE AREA	MSA (CHICAGO, IL-IN-WI)
2013 Population	921,079	9,552,628
2013-2018 Population Growth	2.9%	1.4%
Households	445,707	3,523,234
Average Household Income	\$82,831	\$79,260
Per Capita Income	\$40,081	\$29,233
Household Income Over \$100k	24%	24%
Average Age	36.9	37.3
White Collar	73%	63%
Bachelor's Degree Plus	53%	34%
Daytime Population	882,956	4,917,495

## CHICAGOANS HAVE A PASSION FOR THE FINER THINGS.

HOME TO A PLETHORA OF FOUR-STAR RESTAURANTS AND INTERNATIONAL LUXURY BOUTIQUES, FROM A DYNAMIC SOCIAL SCENE AND A HISTORIC CULTURAL LANDSCAPE, THE UNIQUE LIFESTYLE IS DECIDEDLY UP-MARKET AND INDULGENT.

- 24% OF HOUSEHOLDS HAVE INCOMES OVER \$100,000.
- 53% OF ADULTS HOLD A BACHELOR'S DEGREE OR HIGHER.
- DAYTIME POPULATION WITHIN 5 MILES IS NEARLY 900,000.



# THE SHOPPER

The Shops at North Bridge blends the best traditional retail offerings with unique attributes and ambiance to cater to sophisticated residents and tourists from around the world. From local chef-driven dining to the highest-performing Nordstrom within the country, The Shops at North Bridge appeals to a vast demographic in one modern shopping destination – convenient, engaging and carefully merchandised to fill everyday needs, and extraordinary ones, too.

SHOPPER AVERAGE ANNUAL HOUSEHOLD INCOME OF \$130,000.

AVERAGE TOTAL EXPENDITURE PER VISIT AT THE SHOPS AT NORTH BRIDGE IS \$139. ICSC'S AVERAGE TOTAL EXPENDITURE IS APPROXIMATELY \$99.

VISITORS GENERATE 34% OF TOTAL SALES WHILE LOCAL RESIDENTS AND DOWNTOWN WORKERS MAKE UP THE REMAINING 66% OF SALES.

SOURCE: 2010 Intercept Survey





# THE IMPACT OF THE OFFICE WORKER

The Shops at North Bridge caters to a robust set of business professionals who commute into downtown Chicago, as well as locals who are lucky enough to call downtown home. An estimated 731,000 Daytime Employees are within a 3-mile radius. The area is home to many well-known companies, including Boeing, Motorola and Leo Burnett. The Shops at North Bridge engages these movers and shakers with a convenient location featuring desirable shops that offer business attire, weekend wear and everything in between. The restaurants are just perfect for lunch on-the-go, decadent dinners, happy hour, corporate events and more.

More than 600 downtown employees work inside Macerich's 500 North Michigan Avenue Building and enjoy the added perk of being just steps away from the shopping and dining mecca that is known as The Shops at North Bridge. These employees are able to take advantage of exclusive shopping and dining offers that make the center an even more appealing part of their work – and after-work – lives.

# TOURISM

With its beautiful lakefront, incredible architecture and cosmopolitan culture, Chicago attracts millions from around the globe each year. O'Hare International Airport, one of the busiest airports in the world, and Midway Airport, the nation's premier point-to-point airport, provide service from more than 260 destinations worldwide. The Windy City is also a hub for commerce, with more people visiting Chicago for business than any other destination in the United States.

MORE THAN 46 MILLION DOMESTIC AND INTERNATIONAL TOURISTS VISITED CHICAGO IN 2012.

VISITORS INJECTED \$12 BILLION INTO THE CHICAGO ECONOMY.

67 MILLION PEOPLE FLY INTO AND OUT OF O'HARE INTERNATIONAL AIRPORT EACH YEAR.

84 HOTEL PROPERTIES BOAST MORE THAN 30,000 HOTEL ROOMS IN CHICAGO.

SOURCE: ChooseChicago.com, 2012 RESEARCH & STATISTICS





# THE MERCHANDISE MIX

With one exciting store after another and a captivating dining scene, The Shops at North Bridge is a great escape on Michigan Avenue. Delivering the right blend of luxury, contemporary and destination retail brands, this is a richly satisfying setting for big-city shopping and dining. Day and night, affluent locals, visitors and daytime skyscraper dwellers can't get enough of The Shops at North Bridge.

BOSS HUGO BOSS :: PORSCHE DESIGN :: STUART WEITZMAN :: SWAROVSKI :: SWATCH  
OPTICA :: WHITE HOUSE | BLACK MARKET :: SEPHORA :: KIEHL'S SINCE 1851  
UNITED COLORS OF BENETTON :: BOSE :: CAMPER :: EATALY :: MICROSOFT :: THE ART OF SHAVING

# THE POWER OF NORDSTROM

The Shops at North Bridge is home to the only Nordstrom in downtown Chicago – and the highest performing Nordstrom in the nation. This four-level, 260,000-square foot Nordstrom is a true luxury destination that blends world-famous Nordstrom customer service with a deep collection of sumptuous designers, including:

LOUIS VUITTON :: CHRISTIAN LOUBOUTIN :: FENDI :: SAINT LAURENT :: HELMUT LANG  
CHRISTIAN DIOR :: ALEXANDER MCQUEEN :: VALENTINO :: ALEXANDER WANG :: PRADA  
MARNI :: BURBERRY :: CHLOE :: JIMMY CHOO :: MANOLO BLAHNIK :: LANVIN 3.1 :: PHILLIP LIM





# EXTRAORDINARY DINING

With Eataly, Seasons 52, Eddie V's, Lao Sze Chuan, Shake Shack and more, the dining offerings continue to appeal to sophisticated palettes. The Shops at North Bridge is home to a great variety of national eateries as well as chef-driven local establishments. The Shops at North Bridge makes sure the food experiences complement the fine fashion.

BIG BOWL :: CALIFORNIA PIZZA KITCHEN :: EATALY :: EDDIE V'S :: SHAKE SHACK :: JOE'S SEAFOOD PRIME STEAK & STONE CRAB  
LAO SZE CHUAN :: NORDSTROM CAFÉ :: OYSY SUSHI :: P.F. CHANG'S CHINA BISTRO :: SEASONS 52 :: THE PURPLE PIG

"For us, it was about finding the right balance between location and square footage," said Adam Saper, Managing Partner and CFO for Eataly.

"We treat each Eataly as a unique destination and our plans for Chicago are big. 60,000 square feet in an important commercial center like

The Shops at North Bridge gives us an unmatched opportunity to create an incredible food experience."



# THE SHOPS<sup>AT</sup> NORTH BRIDGE

• MICHIGAN AVENUE •



MACERICH (NYSE: MAC) AN S&P 500 COMPANY

ONE OF THE NATION'S LEADING OWNERS, OPERATORS & DEVELOPERS OF MAJOR RETAIL PROPERTIES IN  
ATTRACTIVE U.S. MARKETS, INCLUDING: GREATER NEW YORK, WASHINGTON D.C., CHICAGO, ARIZONA & CALIFORNIA