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EXCLUSIVE: Popular fashion designer bringing boutique to Scottsdale Fashion Square

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Well-known fashion designer [Trina Turk](#) is set to open her first retail store in the Phoenix area this fall at [Scottsdale Fashion Square](#).

The [Trina Turk](#) store is the latest in a number of first-to-market retailers that the [Macerich Co.](#) (NYSE: MAC) has recruited for the [new luxury wing](#) of the Scottsdale Fashion Square.

The north wing of the mall is currently [under a multimillion dollar renovation](#) and when it is complete it will feature a number of stores from high-end brands including Gucci, Louis Vuitton, Cartier and it'll be anchored by Neiman Marcus and restaurants Ocean 44 and Toca Madera.

Macerich, the mall's owner and operator, offered [Trina Turk](#) a leasing deal that the brand's namesake said it couldn't turn down.

"We have a one year deal to test out the waters," Turk said.

She believes there is something about her brand and the vivid prints and vibrant hues on her swimwear that speaks to people in desert cities.

"We have stores in Palm Springs and Palm Desert that are successful in a similar climate to Scottsdale," Turk said.

The company's Palm Springs location opened in the early 2000s and it is the brand's flagship store. The brand opened the Palm Desert store in 2017 with a one-year deal. Turk said things went really well and soon signed a longer lease.

Doing short, test run-like leases is becoming more and more prevalent in retail real estate, said [Kim Choukalas](#), vice president of leasing for Macerich. It is something Macerich is doing that, Choukalas



PROVIDED BY TRINA TURK

Model wearing Trina Turk fashion.

said, will let both the mall and the retailer make sure they are a good fit before making a bigger, more expensive commitment.

“This gives us flexibility to deliver what our customers want,” Choukalas said.

The space Trina Turk will be moving into at Scottsdale Fashion Square will be a 3,500-square-foot store, which is a bigger than most of the brand’s 12 other boutiques throughout the country. Turk said the store will give the brand more room to play with. The company will be offering its Trina Turk female line at the store, as well as its Mr. Turk menswear collection.

Macerich has been making an effort to find brands that have been successful online and moving them into brick-and-mortar stores. Turk said the retailer tries to find ways to make the physical location stand out.

“You really have to make shopping in your store an interesting experience,” she said “It can’t feel like any store in any mall.”

Even though Trina Turk merchandise is sold in some department stores, Turk said there is a better section of product in its branded boutiques.

While the company is expanding its real-world locations, it’s main focus is on e-commerce, Turk said. Part of that focus is making sure the brick-and-mortar stores play into the online strategy.

“We have a lot of customers who shop both ways at the same time,” Turk said. “They try out things online and make purchases in the actual store, or the other way around.”

The Trina Turk brand is something that has come up over and over again when Macerich surveyed Fashion Square shoppers, Choukalas said.

Trina Turk is a great addition to the Scottsdale Fashion Square, Choukalas said, but it is far from the last new store to be announced before the luxury wing starts to open this fall. She said there’s a lot of construction going on right now and the mall and a lot of new retailers to be announced in the coming months.