

Primark, Zara Coming to Kings Plaza, Brooklyn

By [David Moin](#)

Primark and Zara are coming to Brooklyn.

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Both are moving into the Kings Plaza mall as part of a major redevelopment there that includes a “complete transformation” of the Sears store, which will close in mid-September.

The announcement was made Wednesday by Macerich Co., which acquired the 1.1 million-square-foot, enclosed Kings Plaza at the end of 2012.

Primark, based in Ireland and with more than 300 stores in 11 European countries, last year launched a U.S. expansion. Primark has three U.S. stores operating — Boston Downtown Crossing, King of Prussia mall in Pennsylvania and Danbury Fair mall in Connecticut. Seven more are slated for the U.S., including Kings Plaza, and all are in the Northeast. The company has created a stir since entering the U.S., with its competitively low prices and energetic fashion presentations.

Primark will have three levels at Kings Plaza and Zara, based in Spain, will have two. For both of these European retailers, it's their first announced Brooklyn locations.

“We are very pleased that both Primark and Zara share our vision of making Kings Plaza a ‘must-have’ retail location in this densely populated trade area,” said Randy Brant, executive vice president of development for Macerich. “We have been pursuing this significant redevelopment opportunity since we purchased the property and we look forward to creating even more value at Kings Plaza.”

“Clearly, Primark and Zara will pave the way to continued elevation of the tenant mix and shopping experience,” said Doug Healey, executive vice president of leasing for Macerich. “The huge benefit of bringing Primark to the mall is that they provide tons of footsteps.”

Healey said that Kings Plaza has begun attracting new shoppers. “Given leasing we’ve done, we’ve seen different shoppers coming as well as existing clients,” he said. “The shoppers have changed with the upgrading of the tenant mix. We’re getting customers that wouldn’t have shopped there before. It’s a different center than two years ago.”

Macerich is redeveloping the mall to modernize it and make room for several additional high-profile

retailers and restaurants, several of which have recently moved in, including Michael Kors, Vince Camuto, Adidas, NYX Professional Makeup, Kiko Milano, American Eagle, Aerie, Vans, Zumiez, Foot Locker with House of Hoops, Guess, Champs, Fossil, Solstice, Chipotle and Starbucks have been added to the mix. Kings Plaza is anchored by Macy's and Best Buy, and also houses Forever 21, H&M, Victoria's Secret, A/X Armani Exchange and MAC, among other stores. The redevelopment will include a new Flatbush Avenue entrance with a sweeping, four-level glass curtain wall for greater natural light and visibility, two new escalators and elevators, a new facade and exterior improvements. Construction on the Sears space and other areas begin in early 2017.

“Transforming this space at Kings Plaza gives us tremendous opportunity to bring in a slate of market-leading new specialty retailers starting with Primark and Zara, and evolve the customer experience in line with what Brooklyn's trend-forward shoppers look for,” Healey said.