

## FOR IMMEDIATE RELEASE

Media Contact: Melissa Eigen, Danbury Fair, 203-830-4380

### **Danbury Fair Welcomes American Classic Brooks Brothers** *Brooks Brother, Fossil and Lovesac will all open in 2011*

DANBURY, Conn. – July 15, 2011 – Danbury Fair today announced that Brooks Brothers, Fossil and Lovesac are the newest additions to the center's powerful mix of fashion and lifestyle retailers.

**Brooks Brothers** was founded in 1818 and offered the first ready-to-wear fashion emporium in America. Since then, the classic brand has become an institution that has shaped the American style of dress through fashion innovation, fine quality, personal service, and exceptional value. Brooks Brothers offers a full range of business and casual clothing and accessories for men and women – including the brand's celebrated dress shirts, ties, pants and sweaters. Brooks Brothers is moving into the lower level near J.Crew and will open in 2011.

**Fossil Inc.** is a global retailer specializing in the design, innovation, and marketing of fashion lifestyle and accessory products. At the heart of Fossil Inc.'s vision is a commitment to fostering creativity and delivering the best in design through its two core businesses: Fossil brand; and a multi-brand watch and jewelry portfolio.

The Fossil brand is rooted in authenticity and distinctive Modern Vintage design aesthetic. With over 350 stores worldwide and a strong global e-commerce business, the Company is internationally known for its eclectic assortment of lifestyle and accessory items including watches, handbags, and clothing.

Fossil Inc also creates fashion accessories for a number of other owned and licensed brands including MICHELE, DKNY, Michael Kors, and Diesel. The Company is constantly developing its multi-brand portfolio through its core competencies in innovation branding, world-class design and dynamic distribution.

**Lovesac** Alternative Furniture Co., founded in 1996, opens its 45<sup>th</sup> store this summer at Danbury Fair. Lovesac is the inventor of Sactionals: washable, changeable, completely modular furniture. In addition to Sactionals, Lovesac offers a complete line of home furnishings including lighting, rugs, paint and accessories as well as its famous oversized Sacs. This season Lovesac celebrates mid-century design with its Vintage collection featuring tweed and velvet fabrics, tufted cushions and pillows plus Francis the D.I.Y. deer head. Lovesac will open later this year on the upper level near center court.

"Brooks Brothers, Fossil and Lovesac tap into a demographic that has become prevalent throughout Connecticut and our bordering towns in New York, the consumer who is looking for more fashion sophistication," said John Kinsella, Assistant Vice President Leasing. "We are very excited to offer an elevated mix of retailers and restaurants that have been top customer requests."

--more--

The new retailers come on the heels of the recent announcement of popular restaurants The Cheesecake Factory and Brio Tuscan Grill as part of the redevelopment of the former Filene's space. The Cheesecake Factory is slated to open at the end of the summer and Brio is scheduled to open early Fall 2011. The restaurants join Dick's Sporting Goods and XXI Forever – both retailers recently opened in the former Filene's building – and one other retailer to be announced soon.

Also part of the Filene's redevelopment project is the refurbishing of the two main mall entrances on the south side of the shopping center on either side of Dick's Sporting Goods. The upgrades include fresh paint, new landscaping and hardscape, additional seating, widening of the walk-ways and upgraded handicap walk-ways. The project will take place in two phases starting with the entrance near Williams-Sonoma and then moving to the entrance by H&M. The project is expected to be complete by the end of the summer.

"We are proud to consistently deliver high-quality retailers to Danbury Fair," said senior property manager Maura Ruby. "These new stores complement the current renovation effort as we continue to perfect a place representative of the unique and desirable Danbury community."

Danbury Fair is a 1.3-million-square-foot regional shopping center with four anchor stores and more than 200 specialty shops located at Exit 3 off I-84 in Danbury, Conn., an affluent Fairfield County suburb. Built on the former site of the historic "Danbury State Fair," Danbury Fair serves as one of New England's largest shopping centers and is located in the heart of southwestern Connecticut's Fairfield County. For more information, please visit [www.danburyfairmall.com](http://www.danburyfairmall.com).

Macerich is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States. Macerich now owns approximately 71 million square feet of gross leaseable area consisting primarily of interests in 70 regional malls. Additional information about Macerich can be obtained from the Company's website at [www.macerich.com](http://www.macerich.com).

###