

MEDIA ADVISORY

November 1, 2012

MEDIA CONTACT: Devon Hoffman, Senior Marketing Manager, Biltmore Fashion Park,
602-955-6401, Devon.Hoffman@Macerich.com

Kimberly Hastings, Corporate Communications, Macerich,
602-953-6528, Kimberly.Hastings@Macerich.com

THE PERFECT “UNION” TO OPEN AT BILTMORE FASHION PARK FRIDAY, NOVEMBER 9TH

18 INDEPENDENT ENTREPRENEURS BRING NEW FLAVOR TO ICONIC SHOPPING CENTER

Biltmore Fashion Park, the iconic open-air destination located in the heart of one of Phoenix’s most established neighborhoods, a new take on this is UNION – an inspired collection of local, independent retailers gathered under one roof.

With 18 different concepts coming together in a single 7,200 square foot building located on the east end of the shopping center next to Stingray Sushi and Seasons 52, UNION will offer a shopping experience within a shopping experience and unlike anything you would expect. In a design that marries industrial chic to softer elements of warm, reclaimed woods, custom- designed chandeliers and lots of natural light, UNION is sure to be a singular draw for shoppers.

UNION will offer a mix of small, distinctive boutiques ranging in size from 200-500 square feet, as well as the new casual eatery that offers breakfast, lunch and dinner, Trattoria del Piero from Queen Creek Olive Mill.

Central to the UNION experience is a 750 square-foot outdoor patio that will be activated with live music, chef demonstrations, tastings and even a twice monthly farmers market. On our opening weekend, guests can expect to see live music all weekend, trunk shows, cookbook signings, gift with purchases and children’s activities.

We invite the entire community to enjoy the cooler temps and celebrate with us as we officially open UNION on Friday, November 9th at 10 a.m. through Sunday, November 11th. Throughout the entire weekend we will be celebrating with various fashionable and family events such as complimentary makeup touch-ups from Citrine Natural Beauty Bar to a meet and greet with Sam Chung, pottery expert on Saturday from 11a-3pm. On Sunday, we will host a Farmer’s Market from 12-4pm as well as welcome All Yo- Yo, the street team will share yo-yo tricks to the young and old and Whoopie Baking Company will have a whoopie pie demonstration from 1-2pm.

A complete list of Grand Opening Weekend Festivities include:

FRIDAY, NOV. 9

GRAND OPENING DAY

The first 500 people will receive UNION seed bombs to create their own mini herb garden. Limit one per person, while supplies last.

DJ Elise Welch on the north patio (5-9 p.m.)

Citrine Natural Beauty Bar Happy Hour at Citrine (5-8 p.m.)

Get naturally glamorous with a makeup touch-up and complimentary glass of champagne. Preview Citrine’s exclusive fall scent at the bar which will be on tap from 5-8 p.m. Receive 10% off your perfume bar purchase, this includes Kai, Apothia LA, Serge Lutens and Citrine’s very own brand!

- Customatic.com** **Designer for A Day**
 Help Customatic.com pick it's next product for design and fabrication. Vote for your favorite product displayed on our boards. The most voted product will be developed, prototyped and sold in the store. Original voters will receive a 50% off discount voucher for that item.
- For the People** **Gift with purchase**
 Free For the People tote with any \$50 purchase while supplies last and all purchases over \$25 will receive a free pantone business card holder.
- Frances** **Free Frances tote for the first 50 purchases.**
 Limit one per customer.
- Smeeks** **Free box of taffy with purchase.**
 Limit 50 per day and one per customer.
- SATURDAY, NOV. 10** **LIFESTYLE DAY**
- DJ beats from Andrew Hood, William Reed and Elise Welch**
(10 a.m.-9 p.m.)
- Arizona Humane Society** **Pet Adoptions (10 a.m.- 2 p.m.)**
 Arizona Humane Society will be on the Center Lawn helping match adoptable pets to prospective owners as well as selling their annual holiday ornaments Petcasso.
- Citrine Natural Beauty Bar: What Your Lips Say About You (10 a.m.-12 p.m.)**
 Come and see what your lips tell you! Pam Fox will be on hand doing her famous lip print readings from 10 a.m. – 12 p.m. Come kiss the cards and see what's in store with you.
- Get Glam for Fall (12-4 p.m.)**
 Jane Iredale makeup artist will be getting you glammed up for fall. RSVP your spot now at 602.722.0057. Space is limited.
- Complimentary Nail Polish Change with Purchase (2-4 p.m.)**
 Want an intoxicating manicure without the chemical hangover? Enjoy a free nail polish change when you purchase \$45 or more in Scotch Naturals.
- Customatic.com** **Designer for A Day**
 Help Customatic.com pick it's next product for design and fabrication. Vote for your favorite product displayed on our boards. The most voted product will be developed, prototyped and sold in the store. Original voters will receive a 50% off discount voucher for that item.
- For the People:** **Meet and Greet with Sam Chung (11 a.m. 3 p.m.)**
 Chung works within the context of pottery to exploit its universal familiarity and impose his vision for merging historically and culturally disparate influences.
- Paris Envy:** **Meet Megan and Maria from Mame Soy Candles (11 a.m.)**
 Meet Megan and Maria and learn about their amazing all-natural soy candles made in Phoenix and enjoy a complimentary sample of Paris Envy's very own scent. The first 100 visitors will receive a small, boxed candle while supplies last.

Tammy Auther Jewelry Trunk Show (2 p.m.)

Discover Tammy's one-of-a-kind pieces made from vintage finds and precious stones and stop in and have a toast with Paris Envy!

Oils & Olives

Wine Tasting (2-4 p.m.)

Enjoy a complimentary wine tasting at Oils & Olives by Queen Creek Olive Mill.

Trattoria del Piero:

Queen Creek Olive Mill Family Cookbook Signing (11 a.m.- 1 p.m.)

Meet the Rea's and get a signed copy of the Queen Creek Olive Mill's Family Cookbook featuring family recipes using their signature oils, vinegars and other specialty ingredients.

Sunday, Nov. 11

FAMILY FUN DAY

Farmer's Market (12-4 p.m.)

Discover UNION's new Farmer's Market held the second and fourth Sunday of each month. Enjoy fresh baked breads, jams, pesticide-free produce, all natural meats, pastas, salsas, raw AZ honey, gluten-free products and much more!

All Yo-Yo

The All Yo-Yo street team will be out and teaching kids and adults alike yo-yo tricks and the first 100 kids to participate in the yo-yo class will receive a complimentary yo-yo. While supplies last.

DJ beats from Jack Young and William Reed (12-8 p.m.)

Steel Drums Duo on the south patio (12-4 p.m.)

Citrine Natural Beauty Bar Makeovers and Mimosas Oh My! (12-3 p.m.)

Enjoy mimosas and treats while you, mom, daughter, sister or girlfriends get pampered with the season's hottest trends! Enjoy complimentary makeovers by Jane Iredale and Per-fekt! Reserve your spot now at 602.722.0057, limited space available.

Customatic.com

Color Away Contest (ALL DAY)

Choose from one of three (3) class modern architecture coloring book pages. Grab your crayons and start coloring. Submit your completed masterpiece in store or online. The winner will receive a \$100 in-store credit and each runner up will receive a \$50 in-store credit. Customatic.com will post all entries on their Facebook page.

Paris Envy

Sweet Treats for Mom (2 p.m.)

Local artisan and baker extraordinaire Catherine Slye will sample her delectable baked treats and lovely hand-embroidered baby keepsakes.

Meet Jannine Doto from Nina & Grapey (4 p.m.)

Jannine, a talented local handmade dolls and toys crafter will showcase her collection just in time for the holidays. Be one of the first to stop in for a specially created surprise for your little one!

Whoopie Baking Co.

1-2 p.m.

Whoopie Pie Demonstration (1-2 p.m.)

Learn how to make whoopies for the entire family! Moms can enjoy Sunday Brunch Mimosa and Tailgate Whoopie for Dad, PB&J Whoopie for kids and Woofie Pie for Fido. Enjoy complimentary samples while supplies last.

More information on the 18 unique concepts:

Bonafide Goods is a new concept from Greg Eveloff of The Clothier. Offering a modern interpretation of classic American men's clothing, hats and accessories, it also will house Phoenix's first micro-haberdashery.

British Bicycle Company will carry a wide assortment beautiful, unique high-quality bicycles and accessories from England.

Citrine Natural Beauty Bar, will offer discerning beauty and makeup buffs all natural, organic skincare and beauty products and custom fragrances for those who love to pamper their skin naturally without harsh chemicals or parabens. Citrine will carry exclusive lines and favorites such as REN, Jane Iredale and Kai fragrances beloved by celebrities.

Customatic.com brings together years of experience designing and building great architecture, furniture and interior items to create custom pieces for the modern home.

For the People is a modern gift and home accessories store with a focus on functional design. Featuring brands such as Alessi, the store will give customers access to great lifestyle design products and give talented designers an exciting venue to show and sell their work.

Frances owned by local entrepreneur Georganne Bryant will open a second location offering women's clothing, accessories, shoes, books, paper goods, novelty items and art.

Frances & Charlie Newsstand will offer unique, hand-selected gifts including jewelry, candles, paper goods and books, as well as a variety of magazines, newspapers and specialty publications featuring fashion, design, art, living and global news.

Lilly is a vintage-inspired women's boutique offering the latest fashion apparel, celebrity jewelry lines, chic and unique housewares, distinctive gifts, handbags, accessories and much more.

Me Myself & Eye is a sunglass boutique that pushes the boundaries of expectation, self-expression and individuality by offering the highest quality of fashion-forward sunglasses, readers and accessories. Operated by the owners of Sassy Glasses Optical Boutique, Me Myself & Eye offers the same superior customer service as its parent store with a focus on unique sunglasses and readers.

Oils and Olives by Queen Creek Olive Mill will offer its popular branded products. Customers can explore the vast selection of signature extra virgin olive oils, balsamic vinegars, stuffed olives, and tapenades along with bath and body products made with extra virgin olive oil, daily fresh baked breads and a unique selection of other local treasures.

Paris Envy will offer a collection of handcrafted vintage and vintage-inspired home furnishings, décor and accessories. From Zinc kitchen tables to crystal chandeliers, Paris Envy offers a diverse mix of specialty items including candles, jewelry and special gift items.

R & R Surplus carries women's active wear that can be worn on the street or in the studio. These relaxed yet fashionable clothes are from the creators of Fitigues.

Royal Coffee will open a second location at Biltmore, brewing their popular roasts alongside a selection of fresh pastries.

Smeeks will bring their assortment of sweet treats and toys to UNION, offering the best old-time favorites – from handcrafted lollipops, toffee, caramels and marshmallows to yo-yos and shrinky-dinks.

Trattoria del Piero will bring to UNION the dedication and passion for good food found at del Piero at the Mill. Featuring all new simple and delicious sandwiches and salads, the menu will include the famous Kalamata sandwich as well as signature cocktails. Using family recipes, handcrafted extra virgin olive oils and the best local and seasonal ingredients, del Piero has garnered both local and national acclaim and was featured on the Food Network's "Best Thing I Ever Ate" in 2010. The menu exemplifies a dedication to delicious, healthy and uncomplicated food. Trattoria del Piero will serve breakfast and lunch and a full service restaurant for the evenings complimented by a full bar.

Whoopie Baking Company will bring their signature whoopie pies in assorted flavors such as Spicy Pumpkin, Mimosa, Sweet & Salty and Peanut Butter Cup to UNION, as well as sell the specialty ingredients related to the sweet treats including salted caramel and marshmallow fluff. Dog lovers can pick up a special treat--woofie pies for their beloved canine companions.

White House Flowers is an appealing, one-of-a-kind florist offering home accessories, gifts and repurposed and renewed treasures with a casual urban look, as well as traditional European-style furnishings.

The Willows Home and Garden offers simple yet sophisticated home décor items along with apparel and in-home design services. They carry antique objects and a beautiful selection of exclusive lines including: Bella Notte Linens, Italian Vietri table top dishes, Michael Stars t-shirts, CP Shade apparel and a variety of unusual jewelry.

###