



FASHIONDISTRICT

FOOD > FILM > FASHION > FUN

Center City Developments
Heather Crowell, PREIT

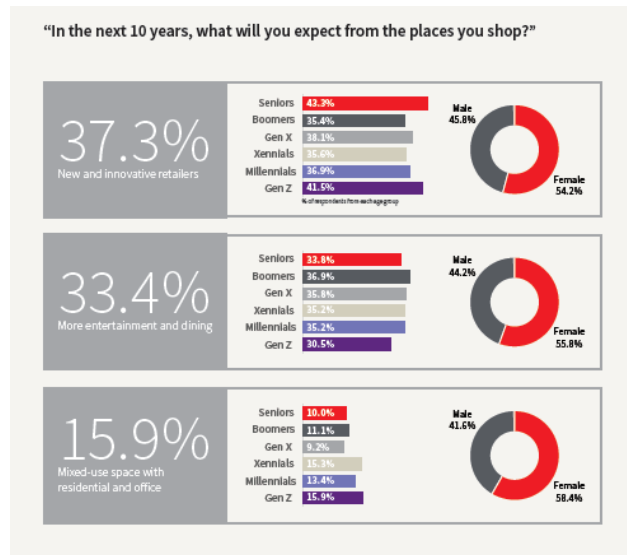
About PREIT

- One of the first publicly held REITs in the US; founded in 1960
- Own & manage nearly 22 million sf of retail at 21 malls predominantly in the Philadelphia and Washington DC Markets
- Impressive track record of anchor redevelopments & developing entertainment destinations
- Experienced leasing, marketing & development team
- Cherry Hill Mall, Plymouth Meeting, Willow Grove Park, Moorestown Mall and Fashion District Philadelphia

Evolving Retail Trends

According to JLL's "Future of Retail" study

Seniors want Skilled customer service 65.2%	Boomers want More entertainment and dining 36.9%	Gen X wants Health-focused F&B retailers 41.5%
Xennials want Same-day delivery from store 41.5%	Millennials want Stores that remember their personal preferences 72.6%	Gen Z wants Low prices and discounts 48.8%



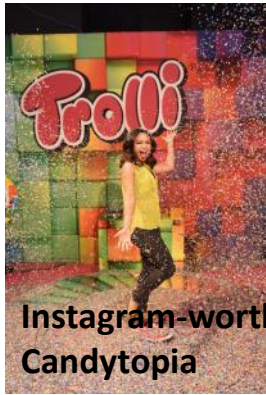
FASHIONDISTRICT

Where The District Fits

Re-defining the national retail landscape, The District has established four key brand pillars in one operating platform: **Style, Dining, Entertainment, and Arts & Culture.**



Interactive installations





STYLE

Offering a unique combination of flagship, off-price, fast fashion, traditional full price and branded outlet stores, The District will offer mass appeal to a diverse customer base, combining a high quality experience with accessible style.





DINING

Helping to cement Philadelphia's reputation for great food and solidify the destination experience, The District will offer a collection of unique dining concepts, ranging from fast casual, to sit down, to quick bites and cross-over live entertainment.



DUNKIN'



PEI WEI
ASIAN DINER



BIG GAY
ICE CREAM



Jamba Juice



Tiffany's Bakery

oath PIZZA

BURGERFI

la Madeleine
FRENCH BAKERY & CAFÉ



ENTERTAINMENT

With growing consumer demand for social experiences, The District will deliver an engaging atmosphere through a dedicated third-floor entertainment zone and additional entertainment options throughout the center.



WONDERSPACES



ARTS & CULTURE

As part of Fashion District's commitment to fostering positive change and civic engagement, Fashion District has undertaken a series of steps highlighting its commitment to the Philadelphia community.

- \$1 million in commissioned Permanent Art
- Uniquely Philly
- REC Philly
- Corporate Philanthropy program
- Philadelphia Works Job Fair

Business Incubation



A curated collection of local small businesses with authentic Philadelphia offerings. The local businesses will have an opportunity to establish and grow their brands in a highly trafficked shopping destination.

**In Partnership with the Enterprise Center*



Dolly's Boutique



A 10,000 square foot, first of its kind facility — co-working space for creatives based on 3 principles: Direct-to-Consumer entrepreneurship, Resource Sharing, Safe Space for Creatives. Locally founded and supporting Philly's creative community, the new facility will house recording studios, visual labs, a podcast studio, rehearsal space, production rooms, meditation rooms, private conference rooms, and a creative co-working and 200 person event space.





CURATED ART

Art in the District is a multifaceted art collection providing visitors with a unique opportunity to access and enjoy public art by distinguished artists with works featured in renowned local, national and international museums.

The program focuses on bringing the community together and igniting conversation — it features over \$1 Million in commissioned installations showcasing contemporary murals, pop art, 3D designs & sculpture, digital photography, and more.

Throughout the District, find pieces by:

SOFTlab “Goniochome”

Eileen Neff “The Greening”

Michael Murphy “Liberty & Freedom”

Ryan McGinness “Details”

Charles Burwell “Spring” & “Summer”*

Amber Art “Winter” & “Fall”*

Kllp Collective “End of the Line”

Jason Woodside “Dimensions”

Anthony Burrill “Life Liberty Happiness”

*one on site

What's Next

Entertainment opens November/December

- AMC
- Round 1
- Wonderspaces

Sephora

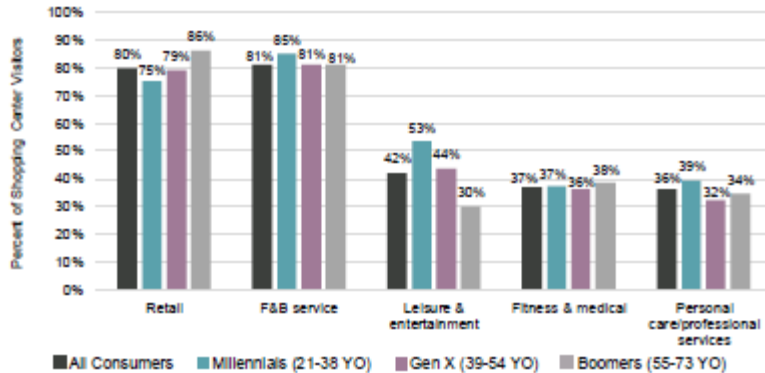
DSW

Interactive holiday experience



The Future of Retail

Mixed Use

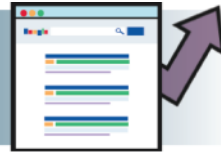


Source: ICSC Research

Omnichannel

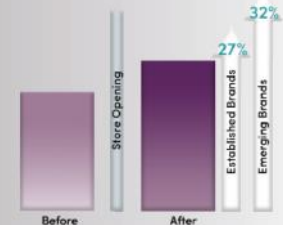
Opening a New Physical Store
in a market leads to a...

37% average increase in overall web traffic.



Share of Web Traffic Boost

Emerging brands (less than 10 years old) see, on average, a 32 percent climb in their share of web traffic when a new store opens, and established brands enjoy a 27 percent bump in their share of web traffic.



FASHIONDISTRICT