









THE COLLECTIONS @ MALL OF AMERICA®

A REDEFINED LUXURY SHOPPING EXPERIENCE

Welcome to a bold new concept in global retail that redefines the luxury experience. A new phase of a well-developed center that already enjoys over \$1 billion in annual sales, The Collections @ Mall of America® is a separate and distinct shopping environment from the mall at large. With an exclusive tenant mix featuring the world’s finest brands, elegant design and amenities, and an active luxury consumer base in the Minneapolis/St. Paul market, The Collections @ Mall of America® is poised to be the ultimate luxury shopping destination in the Midwest.

Mall of America® is already the number one retail and entertainment destination in the United States, with over 40 million visits annually. It’s also the premier shopping destination in the region for attracting consumers with the highest household incomes and serves as a hub for international visitors. In addition, there is the benefit of Mall of America’s® existing brand awareness, operational expertise, and the success of its retailers—more than 100 of who have been first to market in debuting their brands.







\$704

SALES PER SQUARE FOOT

\$1 billion+

IN ANNUAL SALES

#1

RETAIL AND ENTERTAINMENT
DESTINATION IN THE COUNTRY

40 million+

ANNUAL VISITS

30 million

SHOPPERS LIVE WITHIN A DAY'S DRIVE

OVER 100 MOA[®] retailers
HAVE BEEN FIRST TO MARKET IN DEBUTING THEIR BRANDS

PROVEN DEMOGRAPHICS

THE LUXURY CONSUMER ALREADY SHOPS HERE

Mall of America[®] is already the number one shopping destination in the Minneapolis/St. Paul market for attracting shoppers with household incomes of \$100,000 to \$250,000+. Thanks to an expert strategy that targets the most profitable demographics in the region, sales have increased significantly compared to other centers in the market. With more than \$1 billion in annual sales,

40 million+ annual visitors, and a position as the number one retail and entertainment destination in the United States,

Mall of America[®] is a proven demographic.

HOUSEHOLD INCOME

(Minneapolis/St. Paul metro shopping centers)
MOA[®] has significantly more upscale shoppers than any other center in the state. In the \$100,000–\$250,000+ HHI shoppers, MOA[®] has:

- 266% more than The Galleria
- 100% more than Ridgedale
- 40% more than Rosedale
- 151% more than Southdale

Source: Star Tribune Scarborough Research 2014

HIGH END/LUXURY

- 78% of affluent shoppers choose Mall of America[®] to make their luxury purchases
- 56% of affluent consumers with HHI \$250,000+ in Minneapolis/St. Paul shop MOA[®]
- 55% of Minneapolis/St. Paul residents with HHI \$150,000+ shop MOA[®]
- 33% of guests' primary reason to visit MOA[®] is the availability of higher end and luxury brands
- Minneapolis/St. Paul ranks 5th among the 20 largest U.S. markets for highest median HHI

Source: Future Brand Research, ESRI 2010, Star Tribune Scarborough Research 2013, Ogilvy Red 2013, On-Mall Intercept Study, August 2013, 2014 Census Estimates



NORDSTROM AT MALL OF AMERICA®

A LUXURY SUCCESS STORY

Nordstrom at Mall of America® is a Top 10 location in the retailer’s extensive portfolio and is number two in designer business

out of the entire Nordstrom chain. In addition, it’s one of only three Nordstrom locations that houses the following luxury boutiques:

two Gucci, two CHANEL, Prada, Bond No. 9, and Jo Malone. Nordstrom at Mall of America® has added over 100 designer

and trend-focused brands throughout the past five years, including:

3.1 Phillip Lim	Canada Goose	Eskander	Jo Malone	Rebecca Taylor
AG Adriano Goldschmied	Canali	Etro	John Varvatos	Rick Owens
Akris	Carolina Herrera	Fabiana Filippi	Joie	Robert Graham
Akris Punto	Carven	Givenchy	Lanvin	Saint Laurent
Alexander Wang	Chanel	Gucci	Maje	Salvatore Ferragamo
Alexis Bittar	Chloé	Halston Heritage	Marc Jacobs	Sandro
Alice + Olivia	Creed	Haute Hippie	Milly	Ted Baker
A.P.C.	Current/Elliott	Helmut Lang	Missoni	Theory
Armani Collezioni	Diane Von Furstenberg	Ippolita	Moncler	Tod’s
Balenciaga	Dior	Iro	Opening Ceremony	Tory Burch
Belstaff	Diptyque	Isabel Marant	Paul Smith	Tracy Reese
Billy Reid	Dolce & Gabbana	J. Brand	Prada	Valentino
BLK DNM	Elizabeth & James	Jack Spade	Proenza Schouler	Versace
Bond No. 9	Equipment	James Perse	Rag & Bone	Vince
Bottega Veneta	Ermenegildo Zegna	Jimmy Choo	Rebecca Minkoff	



EXCLUSIVE • SOPHISTICATED • ALLURING • COUTURE • LUXURIOUS • COVETED



STYLE • ELEGANT • HERITAGE • EXQUISITE • ARTISAN • BOUTIQUE • SLEEK



INSPIRED RETAIL

THE ULTIMATE LUXURY COLLECTION

You're invited to experience the next level in global retail. Be where you belong; in the company of the world's best luxury brands; in a sophisticated and distinctive environment that fulfills the needs and desires of luxury shoppers; be at Mall of America®.

ART EXPERIENCES

Mall of America® will offer unrivaled access to modern art. Creating partnerships with cultural institutions we will service our clients through curated programming. Each installation will be unique and focused on creating an immersive experience using art as the medium.



OTEL

HOTEL

HOTEL



MALL OF AMERICA

FOUCHKA

FOUCHKA





LUXURY COMPARATIVE MARKETS

A COMPETITIVE CHOICE

Minneapolis/St. Paul is competitive when it comes to household income demographics, particularly in the HHI \$250,000 to \$500,000+ category. This impressive market—which outperforms other luxury markets such as Charlotte, Denver, Miami, San Diego, Short Hills, and West Palm Beach in number of Power Elite Households—is highly educated, brand aware, and cultured.

HHI \$100,000+

Chicago 953,635 / 26%
Seattle 526,329 / 26%
Minneapolis 449,393 / 25%
Dallas 654,482 / 24%

HHI \$150,000+

Chicago 410,064 / 11%
Seattle 209,823 / 11%
Dallas 272,952 / 10%
Minneapolis 171,334 / 09%

HHI \$200,000+

Chicago 211,633 / 06%
Minneapolis 82,664 / 05%
Seattle 100,976 / 05%
Dallas 138,451 / 05%

HHI \$250,000+

Chicago 129,178 / 04%
Minneapolis 49,623 / 03%
Seattle 60,153 / 03%
Dallas 84,783 / 03%

HHI \$500,000+

Chicago 51,523 / 01%
Minneapolis 19,075 / 01%
Seattle 22,868 / 01%
Dallas 33,546 / 01%



A STRONG LOCAL ECONOMY

BOOMING WITH CONFIDENCE

In addition to having a highly diversified business community that allows the region to thrive, Minneapolis/St. Paul continuously has the lowest unemployment rate for large metropolitan areas in the U.S. and is insulated against economic downturns.

LOCAL ECONOMY

- *Forbes* has ranked Minneapolis/St. Paul #1 for having the Largest Private Company (Cargill Worldwide) and Top 10 Market for Young Adult Professionals
- Ranked 4th Best City in the Nation for Business by MarketWatch
- 3rd largest concentration of Financial and Insurance Companies outside New York City and Boston
- *Wall Street Journal* ranked Minneapolis/St. Paul as the 5th largest Financial Hub in the country
- Medical Research accolades include: Mayo Clinic ranked as the 3rd largest medical research facility in the world, University of Minnesota ranked 9th largest medical research in the world and together spend over \$1 billion annually on research

LOCAL FORTUNE 500 COMPANIES

- UnitedHealth Group, Inc.
- Target Corporation
- Best Buy Company, Inc.
- CHS, Inc.
- SuperValu, Inc.
- 3M Company
- U.S. Bancorp
- General Mills, Inc.
- Medtronic, Inc.
- Land O’Lakes
- Ecolab, Inc.
- C.H. Robinson Worldwide
- Ameriprise Financial, Inc.
- Xcel Energy, Inc.
- The Mosaic Company
- Hormel Foods Corporation
- Thrivent Financial for Lutherans
- St. Jude Medical, Inc.



ARTS & CULTURE IN
MINNEAPOLIS/ST. PAUL

\$1.2 BILLION

ANNUALLY IN ECONOMIC IMPACT

#2 CULTURAL
THEATER

TRAVEL+LEISURE 2014 AMERICA'S
FAVORITE CITIES

#3 CULTURAL
ART SCENE

TRAVEL+LEISURE 2014 AMERICA'S
FAVORITE CITIES

#4 LIVE MUSIC
SCENE

TRAVEL+LEISURE 2014 AMERICA'S
FAVORITE CITIES

A CULTURAL METROPOLIS

A SOPHISTICATED MARKET

Residents of Minneapolis/St. Paul take their arts and culture seriously. The lively scene includes 167 museums, two full-time professional orchestras, 336 music organizations, an internationally renowned opera company, and one of the most philanthropic markets in the nation. The area is also home to five professional sports teams and maintains a high standard for education.

FINE ART MUSEUMS

While there are numerous fine art museums in town, the most preeminent spaces are the Weisman Art Center, Walker Art Center, Minneapolis Institute of Arts, and American Swedish Institute.

THEATER

Minneapolis/St. Paul is second only to New York City in the number of theater seats per capita, with more than two million theater tickets sold each year. Among its stars are the Guthrie Theater, the country's first regional repertory theater, the Orpheum Theatre, State Theater, Ordway Center for the Performing Arts, and Fitzgerald Theater.

MUSIC

Home to the Minnesota Orchestra, St. Paul Chamber Orchestra, and Minnesota Opera, cultural music is a priority in the Minneapolis/St. Paul market.

PHILANTHROPY

Minneapolis/St. Paul is consistently ranked as one of the most charitable markets in the country and hosts over 50 charity galas annually raising over \$442 million.

EDUCATION

Forty-five thousand degrees from 33 colleges are achieved annually in the Minneapolis/St. Paul region. The Twin Cities are ranked fifth in the world for student performance behind Japan, Hong Kong, Singapore, and Taiwan.

FITNESS & SPORTS

Minneapolis/St. Paul is home to five professional sports teams with wealthy athletes, and it's continuously ranked as the healthiest city in the U.S. by publications such as *Forbes* and *livability.com*.



MINNEAPOLIS-ST. PAUL INTERNATIONAL AIRPORT

The 16th largest airport in the United States, Minneapolis-St. Paul welcomes over 35 million passengers each year and is one of five major airline hubs in the country.



AN INTERNATIONAL DESTINATION

Mall of America® participates in more than 60 major travel and trade shows annually in Europe, Asia, Latin America, Canada, and the United States to promote travel to the center. In addition, our tourism and marketing departments have partnerships with over 15 airline companies domestically and internationally.





THE COLLECTIONS CLUB

EXTRAORDINARY LUXURY APPOINTMENTS

From the moment guests arrive at The Collections @ Mall of America®, they will feel the difference. Amenities and services include a private parking garage with valet, white-gloved doormen, gourmet dining, champagne bar, interactive fashion displays, and a luxury hotel and day spa. As tourism is paramount to the success of the overall property, we’re pleased to feature an International Tourism Center within The Collections Club, offering upscale services designed exclusively for the global shopper.

EXCLUSIVE AMENITIES

- Same Day Package Delivery
- Coat Check and Charging Salon
- Private Wine and Caviar Bar
- Fine Dining, Museum, and Theatre Reservations
- VIP Personalized Shopping and Styling Experience
- Private Executive Conference Suites
- Package Valet Service
- Sales Tax Exemption on Clothing Purchases

INTERNATIONALLY FOCUSED

- Welcome Video Available in Chinese, Japanese, Portuguese, German, and Spanish
- Reception Team and Translators Fluent in Numerous Languages
- Dedicated Concierge for International Airlines and Travel Companies
- Luxury Airport Transportation Services
- Pick Up and Delivery of Luggage and/or Packages to Airport and Hotel
- Foreign Currency Exchange
- Acceptance of China UnionPay (CUP) Card
- Overseas Shipping Coordination



THE DISTINCTION

A HIGHLY TARGETED MARKETING APPROACH

The marketing plan for The Collections @ Mall of America® will include a targeted branding strategy for high-fashion clientele in addition to the mass marketing strategy for the center at large. In addition to \$400 million in free annual publicity, The Collections @ Mall of America® will have its own dedicated annual marketing, social media, and public relations budget that will be separate from the marketing budget for the entire center. This budget will specifically target the luxury customer locally, domestically, and internationally. The messaging and communications for

The Collections @ Mall of America® brand will be focused on:

TARGET MARKET

- Established/Core Luxury Customer
- Young Affluent/Influencer
- International Tourist Customer
- Target ages 25–54
- HHI \$250K+

PARTNERSHIPS

- Travel and Leisure
- Airlines (domestic and international)
- Culinary Influencers
- Luxury Automobile
- Art and Wine

MARKETING MESSAGING

- Luxury Through Experience, Service, and Amenities
- Fashion, Style, and Trends
- A Completely Unique Shopping Destination
- A High-Tech Experience
- Loyalty/Benefits Program



TOGETHER WE WILL SHOWCASE
THE COLLECTIONS @ MALL OF AMERICA®
TO THE WORLD.

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A TRIPLE FIVE GROUP PROPERTY

