



Contact: Katrina Perez, 786-565-3397 or kperez@quinn.pr
Tathiana Rosado, 786-382-0918 or trosado@quinn.pr

**First Wave of Contemporary Brands Announced at Brickell City Centre:
Lululemon, Harmont & Blaine, Cole Haan, Illesteva and OndadeMar**

Brickell City Centre's second reveal of retailers this month is part of the project's ongoing unveiling rollout



MIAMI (July 21, 2015) – On the heels of Brickell City Centre's recent announcement of luxury brands Valentino and Chopard joining its open-air shopping center, developer Swire Properties Inc, along with Whitman Family Development and Simon Property Group, announced the next group of confirmed retailers. The retailers includes a mix of contemporary American and international brands: yoga and fitness apparel chain **lululemon athletica**, Italian casualwear brand and celebrity favorite **Harmont & Blaine**, American lifestyle retailer of premium men's and women's footwear, bags, outerwear, eyewear and accessories, **Cole Haan**, handmade Italian sunglass retailer **Illesteva** and Colombian swimwear designer **OndadeMar**.

The stores will open in fall 2016 at Brickell City Centre's 500,000 square-foot shopping center.

The five contemporary brands are the second wave in a series of upcoming retail announcements for the \$1.05 billion mixed-use project. Next week Brickell City Centre will reveal a portion of its food and beverage tenants, with another mix of retailers to be unveiled in the fall.

The project currently has about 450,000 of its 500,000 square feet in advance negotiations.

Premium and contemporary retailers will be the emphasis on the second and third floors along with a mix of beauty, home decor, jewelry and apparel, among other stores. The food and beverage offerings, which are an integral piece of the entire Brickell City Centre retail concept, will offer a mix of fine dining, casual fare and new international brands opening flagships in the U.S.

“Announcing this next round of retailers demonstrates how great our reach is in meeting the needs of both our luxury-minded shoppers as well as our local shoppers who desire more contemporary brands,” said Debora Overholt, senior retail director at Swire Properties. “We have a diverse mix of shoppers in Miami and feel our retail recipe will have something for everyone at Brickell City Centre.”

The diverse selection of retailers at Brickell City Centre represents Swire’s commitment to offering an unprecedented mix of well-established luxury, premium and contemporary brands as well as emerging designers, many of which are unveiling their first outpost in the U.S. The curated mix will serve the international visitor, part-time resident, locals and professionals from the Brickell area.

“We have been working hand-in-hand with our partners to bring the perfect selection of some of American’s favorite brands and iconic international retailers to the Brickell area,” said Sharon Polonia, executive vice president of leasing at Simon. “This just further illustrates the transformation of a once strictly financial district into a true urban destination.”

“These brands will find great success at Brickell City Centre and we welcome them to what will be the model for today’s modern-day retail centers in major urban areas. This is the future of the American shopping center,” said Courtney Lord, vice president of leasing for Whitman Family Development.

The newly-announced retailers join leading luxury retailer Saks Fifth Avenue, which has signed as Brickell City Centre’s anchor tenant and will occupy three floors of the shopping center with street-level access.

Brickell City Centre’s two condominium towers, two Class A office buildings, including one almost entirely leased by international law firm, Akerman, and its **EAST, Miami Hotel**, will also act as anchors for the shopping center.

The shopping center will seamlessly connect with Miami’s key transportation nodes. Swire Properties is incorporating a Miami Metromover stop that exits directly into the shopping center’s third floor to allow easy and convenient access. The shopping center will ease vehicle movement with an expansive underground carpark that traverses streets in the lower level.

The condominium, office, and hotel component at Brickell City Centre are set to open beginning end of 2015.

About Brickell City Centre

Brickell City Centre is a landmark \$1.05 billion, 5.4 million square feet, mixed-use development in downtown Miami from Swire Properties Inc, one of South Florida's leading international developers of real estate known for its \$1 billion master-planned development of Brickell Key. The project's first phase includes a luxury shopping center, two residential towers, a hotel with residences, and two mid-rise office towers. The project is LEED®-registered for Neighborhood Development – currently one of the largest in the U.S. Sustainability elements include the exclusive CLIMATE RIBBON™, an environmental art installation composed of steel, fabric and a continuous surface of glass that will connect all components of the development and create a comfortable microclimate for shoppers. As one of the largest private-sector project currently under construction in Miami, Brickell City Centre began vertical construction in 2013 and the first phase of construction is scheduled for completion beginning third quarter of 2015. More information is available at www.brickellcitycentre.com.

About Swire Properties

Swire Properties Inc, headquartered in Miami since 1979, is one of South Florida's leading international developers of urban office, hotel and condominium properties. Known for its \$1-billion, master-planned development of the island of Brickell Key in downtown Miami, Swire continues to shape the Miami skyline with its latest project, Brickell City Centre, a \$1.05-billion, mixed-use complex comprising a gross floor area of 5.4-million gross square feet, including an underground carpark and 2.9-million square feet of office, residential, hotel, retail and entertainment space. The company is a wholly owned subsidiary of the publicly listed Swire Properties Limited based in Hong Kong. For more information, visit www.swireproperties.us.

About Simon

Simon is a global leader in retail real estate ownership, management and development and a S&P100 company (Simon Property Group, NYSE:SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit www.simon.com.

About Whitman Family Development, LLC

Whitman Family Development is a family-owned, diversified real estate development, management, and leasing company specializing in retail and headquartered in Miami Beach, Florida. Among other interests, Whitman Family Development is the developer, owner and operator of the acclaimed Bal Harbour Shops, ranked the world's #1 shopping center by the International Council of Shopping Centers, and is the co-developer of the retail components of Miami's Brickell City Centre.