

COMMERCE

## Westfield Garden State Plaza elevates luxury standing through expansion

May 8, 2015



*Cherry blossoms at Westfield Garden State Plaza*

---

By JOE MCCARTHY

Westfield Garden State Plaza has inked deals with Burberry, Ferragamo, Hugo Boss, Longchamp, Versace and Michael Kors in a bid to become the premier luxury destination in New Jersey.

**Sign up now**

**Luxury Daily**

The new stores will help the Paramus-based mall better contend with luxury powerhouses like Short Hills Mall to the west, and may give it the upper hand for courting New Yorkers enticed by the promise of tax-free shopping. Malls and shopping centers such as Westfield Garden State are ideal for consumers looking to immerse themselves in a day of shopping, and some well-run players, despite frequent omens of doom, have stayed in strong financial shape.

"Westfield Garden State Plaza is located in the heart of affluent Bergen County and features the best selection of brands in every category," said Lisa Herrmann, senior director of marketing at [Westfield Garden State Plaza](#), Paramus, NJ.

"The demand for luxury brands has grown in the market and Westfield evolves to meet those demands," she said.

Growing from within

Other luxury retailers at Westfield Garden State include Gucci, Louis Vuitton, Neiman Marcus, Tiffany & Co., Nordstrom and Tag Heuer.



*Westfield Garden State's Nordstrom's Mother's Day promotion*

Westfield inaugurated a "Fashion District" corridor in 2014 that will house the new brands.

The fashion district was unveiled alongside a new parking facility featuring Park Assist technology, a guest services desk, lounge seating, flat screen TV's, complimentary WiFi and modernized restrooms.

New services include "coat check, a language line which interprets over 20 languages, and Answers on the Spot - a mobile concierge that can be accessed from anywhere in the mall."



### *Neiman Marcus at Westfield Garden State*

In addition to the array of brands, a new sushi restaurant will join the mall's extensive food options.

Also, more than 40 brands across price points entered the mall in the past year, solidifying the mall's status as a destination worthy of exploration.

### The outsiders

The geographical area from which brands can cull consumers only expands with social media.

Shopping tourism is growing, but to best reach these potential consumers, fashion brands and retailers should begin marketing to them before they leave their home country, according to a report from Fashionbi.

Just as travelers heavily research hotels, restaurants, sites and entertainment before embarking on a trip, they are also using online media to plan their shopping excursions. Brands should ensure they are catering to their potential international clientele with Web sites in their native languages and social accounts on the platforms popular in different markets ([see story](#)).

Some mall owners are betting big on the survival of physical locations.

For instance, retail real estate owner Simon Property Group is looking to purchase its competitor, Macerich Co. for a total valued offer of \$22.4 billion.

Simon Property Group, the owner of Aventura Mall in Miami and King of Prussia mall in Philadelphia among others, has made several purchases in the past few years in attempts to expand the brand's presence in the United States and across the world. This deal will combine two of the largest shopping mall owners in the U.S ([see story](#)).

Westfield's view of the future can be measured by its heavy investment at the World Trade Center in New York.

"Westfield is very optimistic about the future of malls and continues to invest in ongoing improvements which include introducing new elements, new energy, new choices and conveniences to maintain their vitality, productivity and relevance for consumers," Ms. Hermann said.

Final Take

*Joe McCarthy, staff reporter on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/FJiCN9sDI5w>

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.