

IN-STORE

## Simon Property Group ups luxury offerings at Las Vegas outlet center

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*Simon Property Group promotional image*

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By STAFF REPORTS

Retail real estate owner Simon Property Group is enlarging its retail footprint in Las Vegas with the addition of 25 storefronts at the Las Vegas North Premium Outlets.

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The retail complex features 175 stores at its current state and the renovations and additions will further expand Las Vegas North Premium Outlets' high-end and name brand offerings. The shops are considered the most productive in Simon's portfolio and are among the most well-known outlet centers in North America.

### Branching out

Simon's Las Vegas North Premium Outlets center is located at the intersection of Interstate 15 and Charleston, north of the Las Vegas Strip.

The complex already includes boutiques operated by Armani, Burberry, Diane von Furstenberg, Dolce & Gabbana, Michael Kors, Tag Heuer and Salvatore Ferragamo. When the expansion plan is complete Neiman Marcus Last Call Studio, Saks Fifth Avenue Off 5th, Bally, Canali, CH Carolina Herrera, Helmut Lang and John Varvatos will also call the center home.



### *Simon Property Group's Las Vegas North Premium Outlets*

In addition to the new shopping options, Las Vegas North Premium Outlets will expand on its consumer amenities to enhance the shopping experience. These add-ons include two additional parking garages with Park Assist, a technology that helps consumers to determine the number and location of open parking spaces.

During construction, the existing shops have been renovated with fresh paint, updated landscaping and lounge areas as well as new shopping carts and kiosks.

Although an outlet center offering savings of up to 25 to 65 percent off the original price may seem to dilute a brand's luxury standing, experts feel that the introduction an aspirational consumer receives is well worth it.

Discount stores enable a retailer to reach more consumers at varying price points, but a growth strategy that favors off-price bricks-and-mortar may in time hurt the full-line store's luxury image. This requires a delicate balancing act for retailers to retain their branding, positioning and pricing strategy ([see story](#)).

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