

RETAIL

Tiffany, Burberry debut expanded boutiques within King of Prussia

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King of Prussia

By STAFF REPORTS

Simon Malls' King of Prussia shopping center in Pennsylvania has expanded its footprint to 2.9 million square feet.

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A construction project started in the summer of 2014 added 155,000 square feet to the mall's existing structure, paving the way for 50 new retail and dining storefronts. Taking advantage of the mall's extended size, a number of brands including Cartier and Jimmy Choo have opened new boutiques within King of Prussia.

New spaces

King of Prussia's expansion opened on Aug. 18. At launch, brands including CH Carolina Herrera, David Yurman, Diane von Furstenberg and Stuart Weitzman opened new stores.



David Yurman boutique at King of Prussia; image courtesy of Jeffrey Totaro

Later this year and into the start of 2017, others will also debut new boutiques, including Bottega Veneta and Gucci.

With the extended floorplan, a number of existing King of Prussia boutiques took the opportunity to increase their store size. Burberry, Herms, Louis Vuitton and Tiffany & Co. have all created flagships within the addition.

"Today is a milestone day for Simon," said Rick Sokolov, president/chief operating officer of Simon. "King of Prussia has reached new heights with the completion of its 155,000-square-foot expansion. Customers now have greater access to the best names in retail and dining in one, seamless shopping environment."

King Of Prussia - Renovation Highlights

The expanded space also includes a technologically savvy parking garage, valet parking and a concierge-level guest services center.

Despite the challenging time for malls, Simon is working to elevate in its properties, with redevelopment and expansion projects underway at 33 properties as of June 30, representing a total \$2.1 billion investment.

Simon has also expanded its use of Bluetooth-enabled iBeacon technology to create 200-plus retail destinations in the United States and help bricks-and-mortar retailers evolve the shopping experience.

Simon's deployment of Mobiquity's Mobi-Beacon network, already in place in 75 of its premier shopping destinations, provides a unique, opt-in opportunity for customers to engage with retailers, brands and mall apps for timely and contextually relevant personalized offers, information and real-time experiences. Operating off the Mobiquity network retailers in Simon mall locations are able to reach numerous shoppers every week on their mobile phones ([see story](#)).

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