

RETAIL

Louis Vuitton, Tesla open doors in new Fort Worth, TX mall

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The Shops at Clearfork in Fort Worth, TX. Image credit: Simon

By STAFF REPORTS

Mall owner and operator Simon is bringing a number of luxury labels to Fort Worth, TX through the opening of a newly built shopping center.

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The Shops at Clearfork is a 500,000-square-foot open-air mixed-use development, celebrated its opening on Sept. 14. Retailers including Burberry, Tesla and Rimowa are among the tenants either open now or coming soon to what is designed as an upscale shopping center.

New development

The Shops at Clearfork, is situated on the family-owned Edwards Ranch that dates back to 1848. Simon worked with the Edwards family's development arm Cassco Development Co. to bring this retail, entertainment and office space to reality.

Reflecting the local community and the land that the mall sits on, Cassco and Simon worked with the Fort Worth-based Artspace111 to collect 14 pieces of art. These works were installed within the shopping center as well as in outdoor locations, the parking garage lobby and office space.

Neiman Marcus, the anchor tenant of the mall, opened in February, but many of its fellow retailers are opening their doors this fall.



Rendering of dining at The Shops at Clearfork. Image credit: The Shops at Clearfork

Along with retail space, the mall houses two office buildings that total 120,000 square feet. Among the office tenants are collaborative workspace provider WeWork and Merrill Lynch.

"The Shops at Clearfork is evidence of Simon's commitment to bringing the finest our industry has to offer to the Fort Worth community," said John Rulli, president of Simon Malls and chief administrative officer. "We are confident that the combination of a vibrant mix of retail, restaurants and family-friendly amenities will make The Shops at Clearfork a timeless asset for the city."

To celebrate its official opening, The Shops at Clearfork is hosting a sweepstakes in which entrants can win prizes such as a fashion experience including a private shopping experience for five at Tory Burch or a dining experience from B&B Butchers & Restaurant valued at \$3,500.

Among the opening weekend festivities are a ponytail and braid bar, a camper van turned photo booth and appearances by Marvel characters.

As foot traffic falls, shopping centers are turning to tenants beyond retailers to help attract visitors.

For instance, Neiman Marcus is also the anchor of New York's Hudson Yards, expected to open next year. Like The Shops at Clearfork, this development is mixed-use and features restaurants, an Equinox fitness center and branded hotel, a public school and office spaces ([see story](#)).