

RETAIL

## Simon launches omnichannel outlet shopping extension

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*Simon Premium Outlets is getting an omnichannel shopping platform. Image credit: Simon*

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By STAFF REPORTS

Mall operator Simon is extending its outlet shopping experience online with the beta launch of an ecommerce site.

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Acting as an online extension of Simon Premium Outlets, the platform will retail merchandise from about 2,000 partner brands. This will enable retailers to sell their outlet goods around the clock to an audience in a greater geographic area.

### Ecommerce extension

Simon operates some highly trafficked outlet malls including Woodbury Common Premium Outlets and San Francisco Premium Outlets. Luxury brands including Armani, Burberry, Dolce & Gabbana and Tag Heuer retail off-price merchandise at Simon's outlets.

In 2015, Simon Property Group enlarged its retail footprint in Las Vegas with the addition of 25 storefronts at the Las Vegas North Premium Outlets. The shops are considered the most productive in Simon's portfolio and are among the most well-known outlet centers in North America ([see story](#)).

Together, its portfolio of discount malls see hundreds of millions of visitors, with billions in sales.

The new Web site, dubbed Shop Premium Outlets, is currently open to VIP Club members. Simon plans to roll out the platform to all shoppers this spring.



*Simon is letting shoppers buy from outlets online. Image credit: Simon*

Merchandise available will be discounted up to 65 percent off, with labels ranging from luxury to fashion and lifestyle.

"We're excited to announce our new fifth platform, SPO, and we're currently in the early stages of beta-testing with our VIP Shopper Club," said David Simon, chairman of the board of directors, CEO and president of Simon, in a statement. "We've received significant interest from the brands and retailers currently in Premium Outlets and we're on schedule to launch to the general public later this spring.

"We're utilizing the powerful equity and consumer connectivity of our Premium Outlets platform to drive incremental traffic and sales for brands and retailers, both online and in-store," he said. "This is not your typical marketplace and the brands will be the heroes of the experience and will not get lost in the crowd."

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