

RETAIL

New Jersey's American Dream opens luxury shopping center

September 17, 2021



The Avenue include Saks Fifth Avenue, Gucci, Louis Vuitton and more. Image credit: American Dream

By LUXURY DAILY NEWS SERVICE

The American Dream shopping experience in New Jersey just got a lot more luxurious with its introduction of **The Avenue**.

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Unveiled on Sept. 17, The Avenue is a new luxury section of shopping at the New Jersey retail and entertainment center, with Saks Fifth Avenue leading the portfolio. A luxury dining and shopping area, The Avenue also includes outposts from Dolce & Gabbana, Herms, Saint Laurent and more.

The Avenue

The Avenue will be open Monday-Saturday from 11 a.m. to 7 p.m. Shoppers can shop and dine within the section.

Saks Fifth Avenue is currently holding an art exhibit at The Avenue until Oct. 1. Featuring more than 30 artists, "Intersection: art meets fashion" is a gallery that explores the convergence of fine art and fashion design, spotlighting American designers' current collections, available for purchase at the retailer.

Other brands with presences at The Avenue include Tiffany & Co., Gucci, Jonathan Adler and more.

The Avenue is the latest addition for the American Dream mall, which is hoping to attract shoppers with new its new amenities and already-established fan favorites including its ferris wheel and Brt champagne bar.

Two floors of valet parking are also available for The Avenue shoppers.



Many consumers are ready to return to malls. Image credit: Visit Phoenix

More consumers are returning to malls to find not only clothing and accessories but also experiences, according to a recent whitepaper from analytics platform Placer.ai.

After more than a year of closures and immense restrictions due to the COVID-19 pandemic, shoppers are steadily returning to malls, with foot traffic back to pre-pandemic levels. The new findings reflect that while consumers do prefer outdoor shopping malls to indoor, the overall return is still growing, leaving luxury brands in a position to consider their bricks-and-mortar offerings ([see story](#)).

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