



International Council of Shopping Centers names winners of 2009 Hot Retailer awards

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The International Council of Shopping Centers, Inc. (ICSC) has unveiled the winners of its 2009 "Hot Retailer" awards, an award that recognizes innovative retail concepts that are appearing in shopping centers around the world. But what are the "hottest and most wanted" retail concepts shopping centers are seeking for their centers? According to a worldwide member survey by ICSC, four retailers were chosen as the "hottest" concepts and received their awards during ICSC's Global Retail Real Estate Convention, RECon.

"ICSC is pleased to announce and award its 'Hot Retailer Award' to retailers that have worked hard to create products and services that drive customers to shopping centers around the world," said Michael Kercheval, ICSC's president and CEO. "These four retailers create exciting and interesting shopping experiences that contribute to the success of the shopping centers that have these stores as tenants. ICSC is pleased to add these four retailers to our annual list of Hot Retailers and spotlight them during RECon," Kercheval said.

This year's Hottest Retailers are:

Blue Jeans Bar: The Blues Jean Bar stores are modeled on the concept of a friendly neighborhood pub. Each store features a large bar lined with barstools and tended by "jean-tenders" who assist customers in finding the perfect pair of jeans. From a menu of more than 40 lines for both men and women, shoppers "order up" their favorite brand, wash, size and style. The designer brands the stores carry include 1921, Joe's Jeans, Seven For All Mankind, Current Elliot and Stitches. Stores are located in San Francisco, Santa Monica, San Jose, Dallas, Denver and Chicago.

Edward Beiner-Purveyor of Fine Eyewear: Starting with a lone storefront over 20 years ago Edward Beiner has become a leading Miami-based eyewear designer and retailer of world renowned brands including Edward Beiner, Oliver Peoples, Chanel, Alain Mikli, David Yurman, Cartier and Judith Leiber. Edward and his partner, former Persol CEO, Guido Balocco have nine locations in Florida including: Aventura, Boca Raton, Cocowalk, Coral Gables, Mary Brickell Village, Naples, Orlando, Palm Beach Gardens and South Miami. The stores are known for having their innovative merchandise selection and unparalleled customer service.

Fashionlogy: Targeting tween girls, this Beverly Hills-based boutique puts the power of design and creation straight into the hands of the girls themselves. Co-founded by Elizabeth Wiatt and Jamie Tisch, Fashionlogy is an interactive retail experience where tween girls can design and make their own clothes and accessories. Through Fashionlogy's one-of-a-kind design experience, which includes interactive touch screens, on-site heat presses and bedazzlers, girls can create and personalize a wide variety of garments and accessories. Design options include fun graphics and embellishments such as rhinestones, pins, charms and necklaces. Fashionlogy has one location in Beverly Hills and its online e-commerce store, www.fashionology.com, is currently in beta. The

online store will allow girls from around the world to make their fashion dreams come true by designing from home.

OrangeCup: Founded by a group of University of Texas graduates led by chief executive orange, Kevin Lee, the OrangeCup serves real, honest-to-goodness, gently frozen yogurt with live active cultures. With three "essential" flavors-Natural, ZÃ¼m and AcaiBerry-plus a unique topping "extra" of nuts, granola and fresh seasonal fruits, OrangeCup is as fresh and nutritious as it gets. OrangeCup will "Revitalize Everyday Life" through its delicious and healthy product, unique architectural and brand experience, and consistently excellent customer service. Plus, "Orange is Green" promises to be environmentally sound and eco-friendly in every aspect of their operation. OrangeCup's innovative company culture centers around six expressions that also describe the OrangeCup concept: simple, natural, fresh, healthy, fun and hip.

This is the seventh annual "Hot Retailer Award" presentation.

Previous winners include: J Crew; Pinkberry; Billabong; L.L. Bean; Apple Stores; Coach; White Houseâ,Black Market; Williams-Sonoma; Build-A-Bear Workshop; H&M; Hollister; Hot Topic; Trader Joe's Company; Victoria's Secret; Chico's; American Eagle Outfitters (AE); Steve Madden; ULTA; P.F. Chang's China Bistro, and many more.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 70,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials.

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