

Envision.

Specialty Leasing

Starwood Retail Partners



Innovate.

Specialty Leasing is about the new, the innovative and the unique experience — at Starwood Retail Partners, that's even more true.

As a young company, Starwood Retail constantly seeks new brands and retailers, and creates innovative tools to lift you to greater success. These include offering premier centers in premier locations, award-winning programs, along with outstanding support and guidance.

Grow and innovate along with us.

Working Together to Grow Your Brand

Retail Merchandising Unit

Kiosk

Inline Retail

Pop-Up Shop

Mobile Retail

Events

Promotions

Advertising

Branded Sponsorships

Lead Generation



“What started as a novelty [specialty leasing] has grown into an \$8 billion market segment and a staple of the shopping center industry.”

—International Council of Shopping Centers



“Starwood Retail’s strategy to enhance the customer shopping experience with creative use of space, and the right merchandise in the right location is vital to us as we grow our business.”

— Okey M. Reese, Vice President of Real Estate, Auntie Anne’s & Cinnabon

Emerge.

Starwood Retail incubates new concepts and collaborates with entrepreneurs to develop and grow into the retailers of tomorrow.

Shopping centers offer your customers the opportunity to experience your products and services. Our market-dominant centers offer carefully curated co-tenants and amenities that draw shoppers again and again.



Forging the Future of Retail

Whether you're an individual artisan, a large retailer testing a new concept or location, or an e-tailer expanding into brick-and-mortar, we offer:

flexible terms including lengths from three days to three years; personalized support; marketing, advertising, and management guidance



“Success, as with most things, starts with attitude and inspiration. Starwood Retail Partners was that small burst for See’s.”

— Kathleen Pelzman, Real Estate Manager, See’s Candies

Expand.

Through our combination of spectacular locations and support services, our specialty retailers have grown from RMUs to kiosks to inline stores to permanent tenants, from one center to nationwide. As our portfolio grows, your opportunities expand along with us. Starwood Retail's centers become your venue of choice — and your avenue for growth.



Envisioning Your Future

Grow by using a variety of platforms:

RMUs

Pop-Up Shops

Kiosks

Mobile Trucks

Inline Retail

Lead Generation

Locations include market-dominant super-regional malls and lifestyle centers with opportunities available at one center, regionally, or nationally



"Starwood Retail Partners delivers the quality centers my clients are looking for."
 —Debbie Huard, Owner, Plan It! Business Solutions, and National Leasing for Those Animals and Perfect Brow Bar





*"My dream wouldn't have happened without your team.
...I feel like I am part of a family."*

—Pattie J. Sexton, Owner, PS Sweet Shoppe



“Over the past six years, our business has nearly tripled as we have progressed from a ‘mom and pop’ family-owned location with steadily increasing annual revenue.”

— Nick Ladolfa, President, Perfect Oil, Inc.

Elevate.

In addition to retail opportunities, we offer you unique ways to connect with your consumer, including promotional events, advertising platforms for your products and services, and activation options to enhance awareness about your companies and causes. We're more than a collection of merchants. We're a communications hub.



Creating a Community

Live events

Cause-related marketing

Community fairs and drives

Branded Sponsorships

Advertising

Promotions



*“The Specialty Leasing program at Westland
opened the doors to a successful new opening
for TOUS in the Miami market.”*

— Vanessa Campello, General Manager/Partner, TOUS Miami

Envision.

Opportunities exist beyond the four walls of a store and a mall. Starwood Retail offers innovative venues to showcase a new product or experience, creating new relationships for you and your customers. We're poised to hear your ideas.

Envision the possibilities with Starwood Retail.



Beyond the Horizon

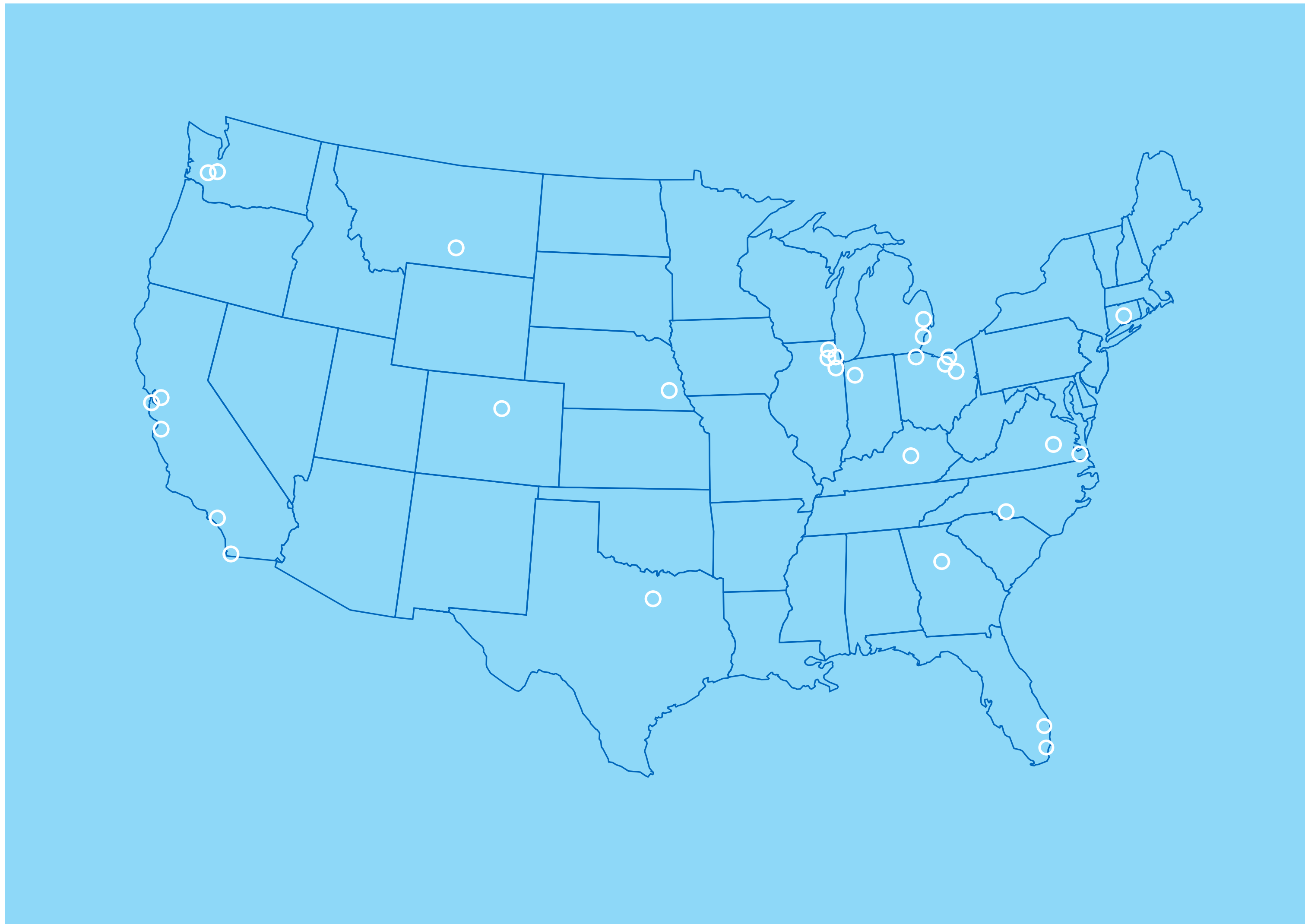
Outposting: Showcase a new or seasonal product at a kiosk or RMU near your inline store

Exterior Events: Auto showcases, Farmers markets, Community fairs

Sponsored live performances

Mobile Retail: Specialty food or product trucks

The possibilities are endless



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Starwood Retail Partners: a New Kind of Owner for a New Generation of Retail

Starwood Retail Partners is not your father’s — or your grandfather’s — landlord. We’re acquiring, redeveloping, managing, leasing and operating the next generation of shopping centers for a new generation of shoppers: active, exciting community cores for an increasingly interconnected consumer.

Owned by Starwood Capital Group, we’ve grown our portfolio to 30 centers in 16 states across the United States since our founding in 2012, working with top-tier investment firms to help finance our properties, and employing the talents and skills of the most creative professionals in the business to maximize their value.

We build solid relationships and partner with our retailers to ensure that they are in the right property at the right time, with the right deal to support their success now and in the future. We invest in innovative technologies that help our properties become more productive, our stores more exciting and our shoppers more engaged.

We understand that ultimately, as an owner, as an employer and as a citizen of our communities, it’s not about property, it’s about people.

California

Metreon
San Francisco, CA
shoppingmetreon.com

Northridge Mall
Salinas, CA
shop-northridge-mall.com

Parkway Plaza
El Cajon, CA
shoppingparkwayplaza.com

Plaza West Covina
West Covina, CA
shoppingplazawestcovina.com

Solano Town Center
Fairfield, CA
shoppingsolanotowncenter.com

Colorado

Belmar
Lakewood, CO
belmarcolorado.com

Connecticut

Blue Back Square
West Hartford, CT
bluebacksquare.com

Florida

The Mall at Wellington Green
Wellington, FL
shopwellingtongreen.com

Westland Mall
Hialeah, FL
shoppingwestlandmall.com

Georgia

The Collection at Forsyth
Cumming, GA
collectionforsyth.com

Illinois

The Arboretum of South Barrington
South Barrington, IL
shopthearb.com

Chicago Ridge Mall
Chicago Ridge, IL
shoppingchicagoridgemall.com

Louis Joliet Mall
Joliet, IL
shoppinglouisjolietmall.com

The Promenade Bolingbrook
Bolingbrook, IL
shoppingpromenade.com

Indiana

Southlake Mall
Merrillville, IN
shoppingsouthlakemall.com

Kentucky

Hamburg Pavilion
Lexington, KY
hamburg-pavilion.com

Michigan

Fairlane Town Center
Dearborn, MI
shopfairlane.com

The Mall at Partridge Creek
Clinton Township, MI
shoppartridgecreek.com

Montana

Rimrock Mall
Billings, MT
rimrockmall.com

Nebraska

Gateway Mall
Lincoln, NE
shoppinggatewaymall.com

North Carolina

Northlake Mall
Charlotte, NC
shopnorthlake.com

Ohio

Belden Village Mall
Canton, OH
shoppingbeldenvillagemall.com

Franklin Park Mall
Toledo, OH
shoppingfranklinparkmall.com

Great Northern Mall
North Olmsted, OH
shoppinggreatnorthernmall.com

SouthPark Mall
Strongsville, OH
shoppingsouthparkmall.com

Texas

The Shops at Willow Bend
Plano, TX
shopwillowbend.com

Virginia

MacArthur Center
Norfolk, VA
shopmacarthur.com

Stony Point Fashion Park
Richmond, VA
shopstonypoint.com

Washington

Capital Mall
Olympia, WA
shoppingcapitalmall.com

Kitsap Mall
Silverdale, WA
shopkitsapmall.com