

Two new retailers for KoP Mall

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Two high-end retailers catering to those with discerning, expensive tastes have signed on to space at the King of Prussia Mall.

Jimmy Choo, a British brand that sells shoes, handbags and accessories, along with Diane von Furstenberg, famed for her jersey wrap dresses, will open this year at the mall.

The two retailers have leased an unspecified amount of space in the mall's 155,000-square-foot expansion project that connected the Court with the Plaza.

Progress has been made on the project. The so-called connector and garage are complete with just the final details and finishes being worked on. Retailers will begin to move into the new spaces beginning March 1.

Simon Property Group (NYSE:SPG) has focused on putting high-end retailers in the expansion space and setting up the mall to cater to upscale clientele. CH Carolina Herrera, Robert Graham, Clarins, Vince, and Stuart Weitzman are among the other luxury brands that have leased space in the mall's new space. Existing tenants such as Louis Vuitton and Burberry are moving into expansion area and will be building out spaces that will establish flagship stores. In all, 50 new stores will open in the newly expanded area.

The mall owner has also attracted tenants at the other end of the spectrum such as Primark, which **opened during Christmas in a portion of the former Sears space.**

Neiman Marcus, Bloomingdale's and Macy's are adding new entrances to integrate into the new connector. The overall project is expected to be completed in August.