

## Let's Talk Shop: Scottsdale Fashion Square Renovation

Written by Melissa Larsen

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**Since 1961, Scottsdale Fashion Square has been the benchmark of luxury in the Valley as the home of many first-to-market high-end retailers. Now, the more-than-a-mall is sprucing up its digs with an extensive renovation that will make it as much of a destination as its luxury brands.**

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For nearly 60 years, Scottsdale Fashion Square (SFS) has been a retail paradise for 10 million shoppers per year seeking dozens of luxury brands in one location, from Burberry to Escada, Gucci to Louis Vuitton. In fact, SFS is currently home to more than 200 retailers and restaurant concepts (40-plus of those are exclusive to the market)—and that number is sure to grow as the shopping center embarks on Phase One of a multimillion-dollar renovation project that kicked off in the third quarter of 2017 and is expected to be completed in Fall 2018.

The refresh will not only welcome new stores and restaurants, but the current layout will be re-engineered and new design elements will provide additional grandeur to even a quick shopping trip. Plus, the renovation will likely draw even more local and out-of-town shoppers, thus positively impacting the Scottsdale economy. “Macerich properties and their retail stores employ thousands of people and generate millions of dollars in revenue for their communities,” says Kim Choukalas, Macerich vice president of leasing. “Scottsdale Fashion Square is a big part of that equation, generating total annual sales that exceed \$650 million, making it the largest tax base for the City of Scottsdale. Scottsdale Fashion Square serves as an important anchor to the downtown Scottsdale commercial district, and is a critical economic engine for the City of Scottsdale. Also, since the city is a top travel destination, the property attracts many out-of-town visitors; currently, visitors drive 25 percent of sales at the property. By bringing many more new-to-market retailers and restaurants, we anticipate seizing greater market share, which will further cement our position as an economic driver in the region.”

Starting with the exterior of the mall, Phase One will include a new two-story grand entrance along the north side that will be flanked by two yet-to-be-announced flagship stores that will open at a later date. The surrounding grand promenade will feature beautiful palms, lush gardens, seating areas and a dedicated luxury valet. Plus, exterior pad sites will house new high-profile restaurants; so far, Ocean 44, sister steakhouse to Steak 44 and Dominick’s Steakhouse, has been announced. (Exterior construction work will take place between 7 a.m. and 3:30 p.m.)

Inside SFS, work is being completed between 10 p.m. and 8:30 a.m. to minimize inconvenience for both shoppers and retailers. Once the Phase One interior facelift is complete, shoppers can enjoy new escalators and an elevator installed near Dillard’s, resort-style restrooms, new modern ceiling treatments and handrails, redesigned walking bridges, fresh tile, comfy seating and a cool, sculptural column that will not only be functional but will act as a beautiful focal point.

Though the renovation will eventually include Lifestyle and Contemporary wings, Phase One focuses on an enhanced Luxury Wing (found from Palm Court to Dillard’s) with more than 40 upscale retailers. “It’s exciting to see Scottsdale Fashion Square continue to evolve and redefine itself, raising the benchmark for what a luxury shopping experience can and should be, not only in Arizona and the Southwest, but in the nation,” Choukalas says.

Shoppers can expect the level of service at SFS to be kicked up alongside its physical transformation with the aforementioned valet service at the grand entrance and new concierge services. Choukalas says: “The dedicated platinum-level concierge services at Scottsdale Fashion Square will be unlike any other available service at a retail property in the Southwest.”

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### The Future's So Bright...

Though additional phases of Scottsdale Fashion Square's renovation are still in the planning stages, mixed-use elements (like high-end residential units, Class A office space and a hotel) are all on the agenda. Development aspects of this future phase of renovation were voted for and recommended for approval by the City of Scottsdale's Planning Commission.

### To Learn More

Scottsdale Fashion Square [fashionsquare.com](http://fashionsquare.com).