THE FASHION MALL AT KEYSTONE

A SIMON MALL

INDIANAPOLIS, INDIANA

INDIANAPOLIS
A CITY ON THE MOVE

The Fashion Mall at Keystone is located on the north side of Indianapolis, close to the affluent suburbs of Carmel, Zionsville, and Fishers.

- The Indianapolis Metropolitan Area is home to 1.9 million people. Indianapolis is the second most-populous city in the Midwest and 14th-largest in the U.S.
- Indianapolis has earned numerous recent accolades for its dedication to fostering economic growth, ranking #4 in the nation for Great Cities for Women in Tech by *Forbes* in 2017 and #8 Great City to Start a Business by *Kiplinger* in 2014.
- A rapidly growing life sciences industry has an over $59 billion total impact on Indiana's economy.
- Notable businesses headquartered in Indianapolis include Simon, Eli Lilly, Roche, Stanley Security, Rolls Royce, Salesforce, Foot Action, Lids, NCAA, WellPoint, Duke Realty, and Anthem Blue Cross.
- Ranked as the #2 Best U.S. City for Culture by BusinessInsider.com in 2014, Indianapolis is also home to the world's largest children's museum that welcomes more than 1.2 million visitors annually.
- Indianapolis was named the 2017 Best City for Renters by *Forbes*.

INDIANA'S BEST SHOPPING

The Fashion Mall at Keystone is a dynamic fusion of sophisticated retail brands, dining, and shopping experiences. Indiana's fashion destination of choice, the center is home to numerous brands exclusive to the market.

- The Fashion Mall at Keystone is the number one shopping destination in the market for attracting local shoppers with the highest household incomes.
- Consistently ranked the #1 shopping destination for both Indianapolis and the state of Indiana by visitindy.com.
- A multimillion-dollar comprehensive interior and exterior redevelopment including a new Fashion Cafe with new-concept, health-conscious food tenants was recently completed.
- The center features a uniquely strong mix of home furnishings and lifestyle retailers such as Restoration Hardware, Pottery Barn, Pottery Barn Kids, Crate & Barrel, and West Elm.

BY THE NUMBERS

Anchored by Two Department Stores
Nordstrom, Saks Fifth Avenue

Square Footage
The Fashion Mall at Keystone spans 717,000 square feet.

Two Levels
Boasting more than 107 specialty stores.

Parking
Two, three-level parking garages.

IN GOOD COMPANY

Distinctive. Classic. Chic.
Many brands have chosen The Fashion Mall at Keystone as their exclusive location in the Indianapolis market.

- Alex & Ani
- Allen Edmonds
- Anthropologie
- Bonobos
- Crate & Barrel
- DAVIDsTEA
- Dry Goods
- Fabletics
- Free People
- kate spade new york
- Kendra Scott
- Kiehl's Since 1851
- L'Occitane
- lululemon
- Lush
- Madewell
- Michael Kors
- The North Face
- Peloton
- Raleigh Limited
- Restoration Hardware
- Tesla
- Tommy Bahama
- Tumi
- Under Armour
- Untuckit
- Urban Outfitters
- vineyard vines
- Warby Parker
- West Elm
- Williams-Sonoma

Saks Fifth Avenue

NORDSTROM

TIFFANY & CO.

LOUIS VUITTON

TORY BURCH

INDULGENT DINING

An exceptional mix of dining destinations offers a unique experience for both locals and tourists.

- The Cheesecake Factory
- Maggiano's Little Italy
- Mimi Blue Meatballs
- Napolese
- P.F. Chang's
- Public Greens
- Seasons 52
- Sullivan's Steakhouse
- TGI Fridays

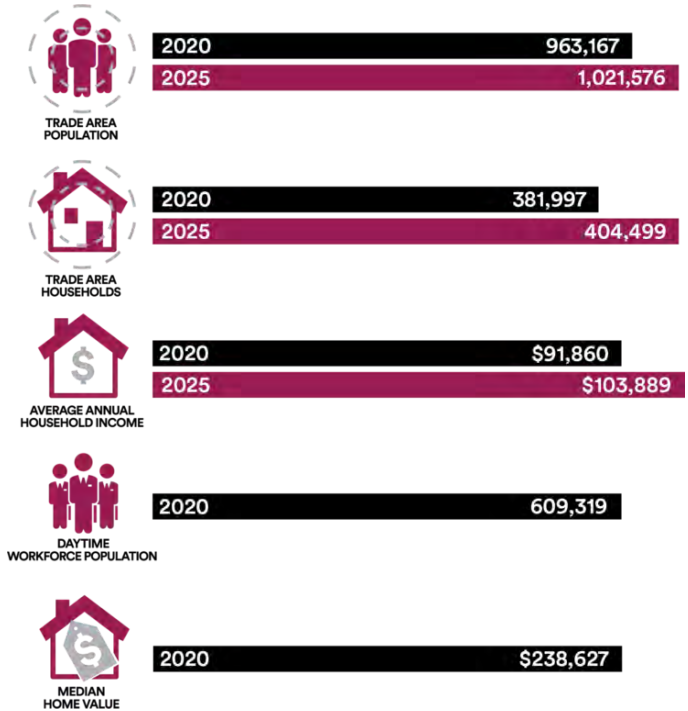
The newly renovated Fashion Cafe has a wide array of offerings to enjoy.

- Chipotle Mexican Grill
- HoiTEA ToiTEA
- Noodles & Company
- Shapiro's Delicatessen
- Tobu
- Which Wich Superior Sandwiches

POSITIONED TO SUCCEED

The Fashion Mall at Keystone is situated at the epicenter of a prime retail destination—the intersection of 86th Street and Keystone Avenue on the affluent north side of Indianapolis.

- Just off I-465, the mall is readily accessible from the entire metro area and beyond.
- All four major interstates running through Indianapolis connect to I-465.
- Customers from Chicago, Louisville, Dayton, and Columbus, Ohio are all less than three hours away.
- The Fashion Mall at Keystone is located directly in front of Keystone at the Crossing Business Park, which is comprised of six office buildings and three hotels, more than 1.2 million square feet, 121 businesses, and 3,000+ employees.

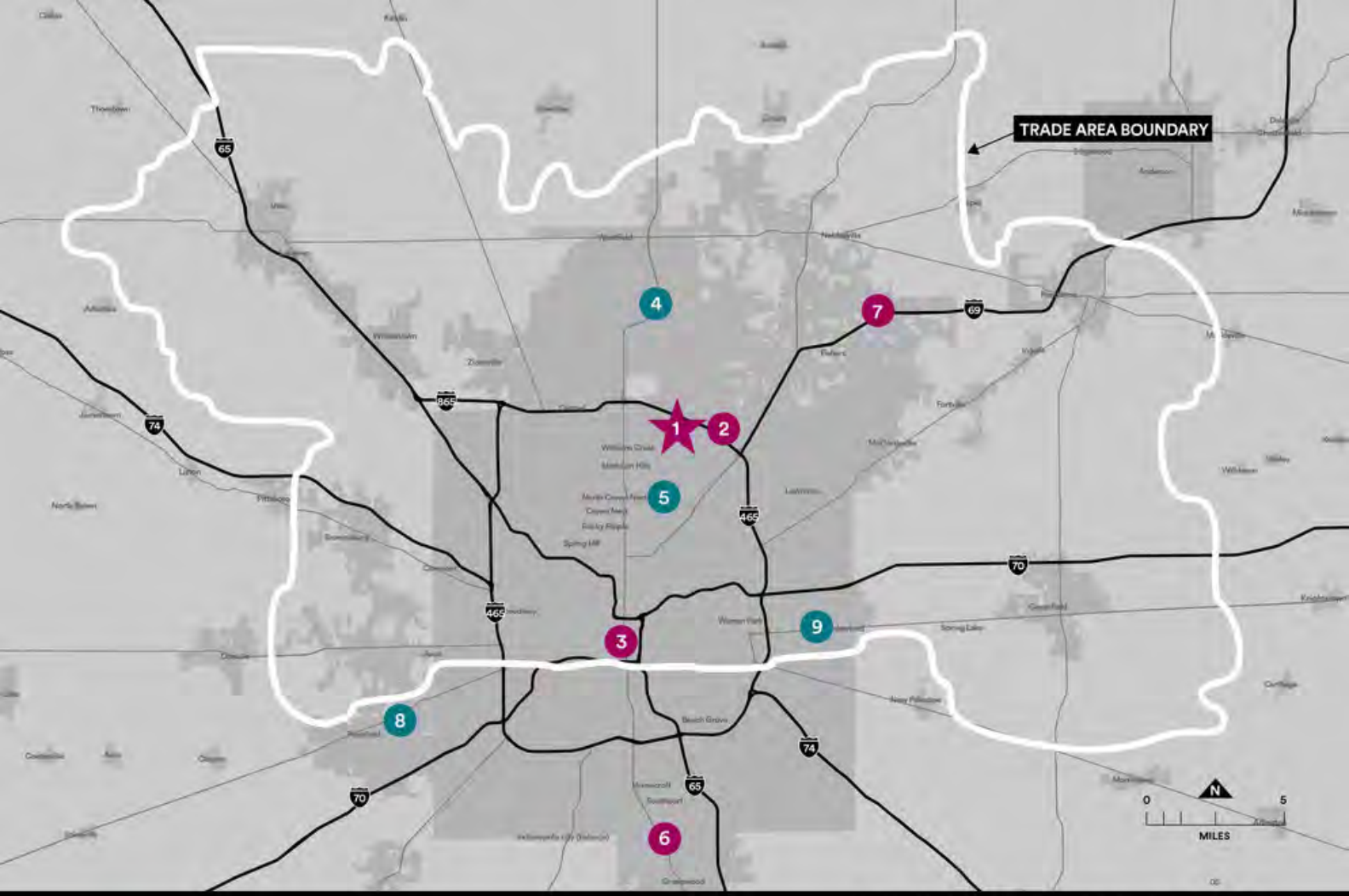


Information as of 5/1/20. Source: SPG Research; trade area demographic information per STI: PopStats (2019).

DESTINATION SHOPPING

Tourism is a major contributor to the Indianapolis economy. The city plays host to numerous large conventions and exciting sporting events.

- Seven hotels with 1,281 rooms are within walking distance of The Fashion Mall at Keystone including the popular Sheraton Indianapolis Hotel at Keystone Crossing that connects to the center.
- Since 2016, an additional 228,000 square feet of office space, 200 luxury apartments, and two new hotels have opened within walking distance of the mall.
- The Indianapolis International Airport (IND) averages 143 daily flights to 46 nonstop destinations on eight major airlines. Approximately 8.5 million passengers travel through the airport annually.
- The Indianapolis airport was named “Best Airport in North America” seven years in a row (2011-2018), eight years total, by the Airports Council International.
- Internationally recognized for famous sporting events, including the world’s largest single-day spectator sporting event, the Indianapolis 500.
- Each year, 28.8 million visitors come to Indianapolis resulting in $5.4 billion in visitor spending.

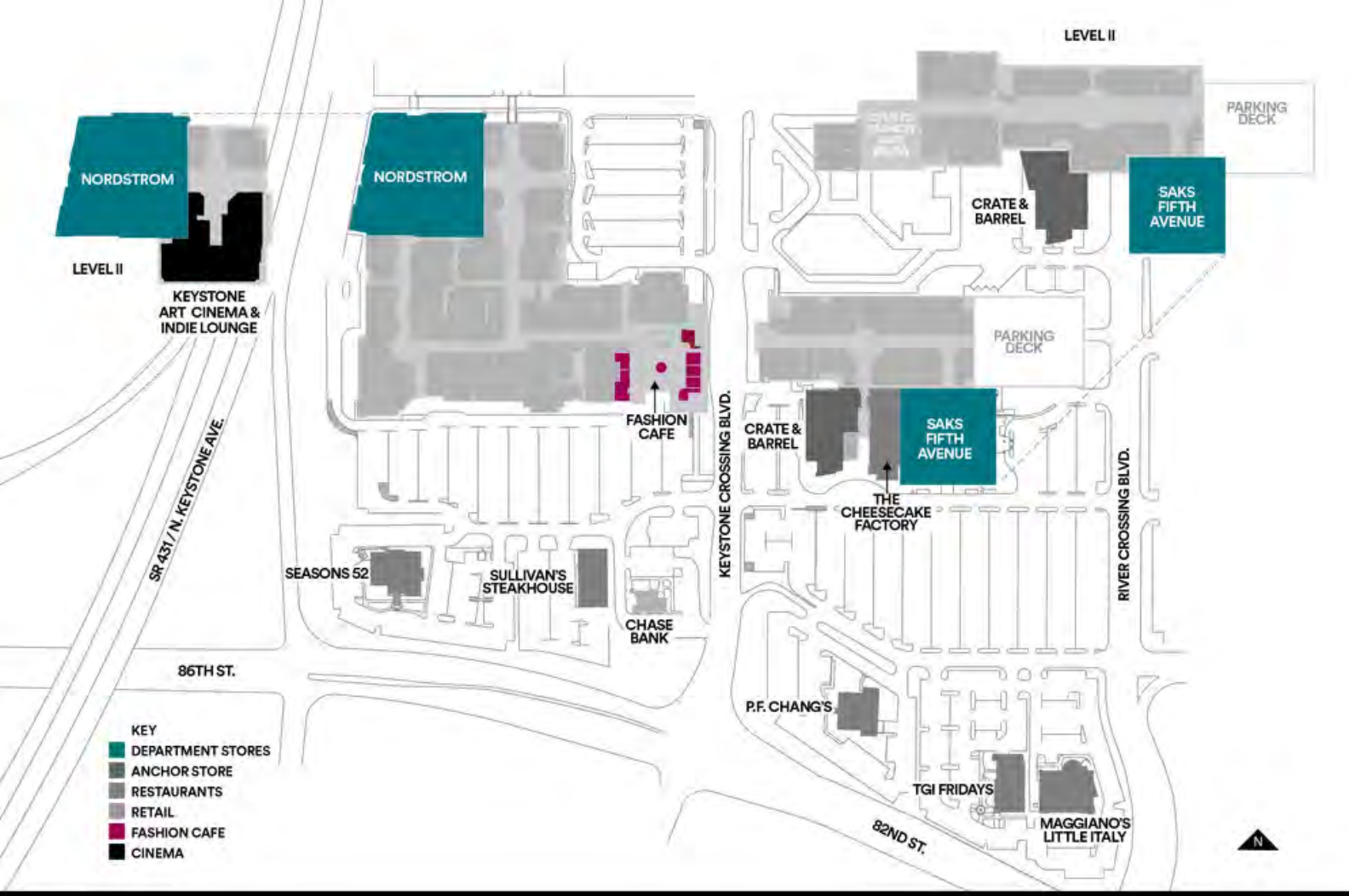


TRADE AREA & SURROUNDING CENTERS

Simon Centers
Other Centers

1 The Fashion Mall at Keystone
2 Castleton Square
3 Circle Centre
4 Clay Terrace
5 Glendale Town Center
6 Greenwood Park Mall
7 Hamilton Town Center
8 The Shops at Perry Crossing
9 Washington Square

AERIAL OVERVIEW


LEVEL II
NORDSTROM
LEVEL II
KEYSTONE ART CINEMA & INDIE LOUNGE
NORDSTROM
PARKING DECK
CRATE & BARREL
SAKS FIFTH AVENUE
PARKING DECK
FASHION CAFE
CRATE & BARREL
SAKS FIFTH AVENUE
THE CHEESECAKE FACTORY
KEYSTONE CROSSING BLVD.
RIVER CROSSING BLVD.
SR 431 / N. KEYSTONE AVE.
SEASONS 52
SULLIVAN'S STEAKHOUSE
CHASE BANK
86TH ST.
P.F. CHANG'S
TGI FRIDAYS
MAGGIANO'S LITTLE ITALY
82ND ST.
KEY
DEPARTMENT STORES
ANCHOR STORE
RESTAURANTS
RETAIL
FASHION CAFE
CINEMA
N

SITE PLAN

UNIQUE OPPORTUNITY

The Fashion Mall at Keystone presents a unique opportunity for your brand.

Please contact the following leasing professional for more information.

Dennis Carafiol
(317) 263-2436
dennis.carafiol@simon.com

225 West Washington Street Indianapolis, IN 46204 (317) 636-1600 simon.com

Simon is a global leader in retail real estate ownership, management and development and an S&P 100 company (Simon Property Group, NYSE:SPG).