

# THE FASHION MALL AT KEYSTONE

INDIANAPOLIS, INDIANA



The Fashion Mall at Keystone is a dynamic fusion of sophisticated shopping. Consistently ranked #1, it's the premier destination for ready-to-wear fashion, top technology, home décor and stylish dining not only for Metro Indianapolis but also for the entire state. Just 12 miles from downtown and 25 miles from Indianapolis International Airport, The Fashion Mall is also sought out by the more than 26 million tourists who visit the city annually as well as affluent tastemakers from Louisville, Kentucky; Cincinnati, Ohio; and Chicago, Illinois.

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## THE FASHION MALL AT KEYSTONE

**Major Retailers:** Nordstrom, Saks Fifth Avenue, Crate & Barrel, Keystone Art Cinema & Indie Lounge

GLA: 710,000 Sq. Ft.

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## HOTELS

**Four hotels within walking distance:**

**Hyatt Place:** 200 rooms with upscale amenities

**Marriott North:** 315 rooms and suites

**Sheraton:** Connecting skywalk to The Fashion Mall; recently remodeled lobby, 395 rooms and suites

**TownePlace Suites:** Extended-stay facility, 83 suites with kitchen and business amenities

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## RETAIL CENTERS

**Clearwater Crossing:** Barnes & Noble, Babies "R" Us

**Clearwater Shoppes:** Elan Furs

**Fashion Mall Commons Shopping Center:** Kohl's, Reis-Nichols Jewelers, ULTA Beauty, Fleming's Prime Steakhouse & Wine Bar

**Rivers Edge Shopping Center:** Arhaus, Nordstrom Rack, buybuy BABY, The Container Store, Harry & Izzy's\*

**Shops at River Crossing:** Bed Bath & Beyond, Old Navy, Champps Americana

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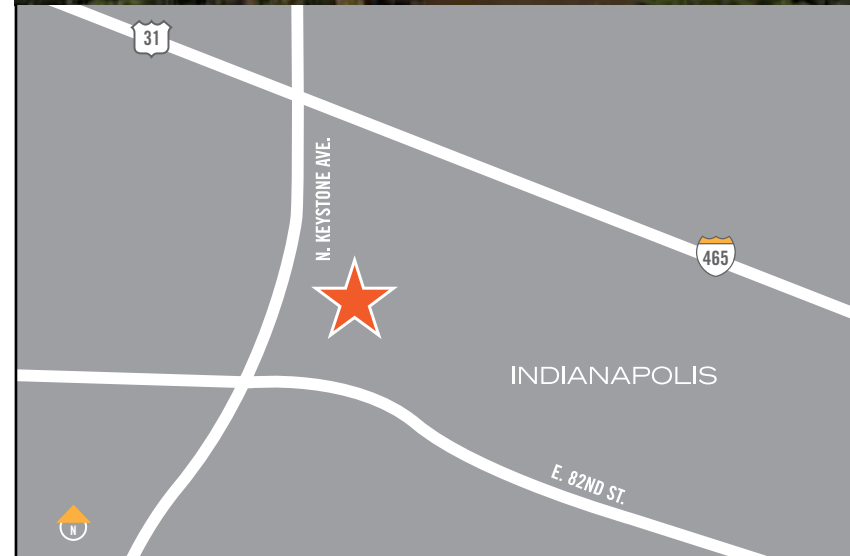
## APARTMENT COMPLEXES

**Lake Clearwater:** 217 units

**Residences at Keystone Crossing:** 129 luxury units connected to The Fashion Mall

**IronWorks at the Crossing:** Opening Fall 2014; 120 upscale modern apartments

**Solana Apartments at the Crossing:** Hundreds of luxury units off Keystone Avenue



### LOCATION

The Fashion Mall at Keystone is located just off I-465 at the intersection of 86th Street and Keystone Avenue.

### TRADE AREA DEMOGRAPHICS

**Trade Area Population:** 1,219,934  
**Total Daytime Population:** 1,423,518  
**Trade Area Households:** 466,339  
**Average Annual HH Income:** \$70,798  
**Median Age:** 34.7

### SPECIALTY RETAILERS RESTAURANTS AND ENTERTAINMENT

Michael Kors, Tesla Motors, Stuart Weitzman, kate spade new york, Tiffany & Co., Burberry, Armani Jeans, The Apple Store, Sullivan's Steakhouse, Microsoft Store, The North Face, West Elm, Raleigh Limited, Restoration Hardware, Seasons 52, J.Crew, Tumi, Williams-Sonoma, Pottery Barn, Brooks Brothers, Caché, lululemon athletica, Lucy, LUSH Fresh Handmade Cosmetics, Paper Source, Free People

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## CORPORATE HEADQUARTERS

**In Indianapolis:** Eli Lilly, Roche, Stanley Security, Emmis Communications, Rolls Royce, Angie's List, Foot Action, Lids, NCAA, Ingersoll Rand, WellPoint, Anthem Blue Cross, Exact Target, Simon Property Group, Dow AgroSciences, h.h. gregg\*

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## MAJOR OFFICE COMPLEXES

**Keystone at the Crossing:** Five buildings directly behind The Fashion Mall, more than 1.2 million square feet, 121 businesses, 3,000+ employees

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## SINGLE-FAMILY RESIDENTIAL

**Lakes at the Crossing:** Lakefront homes

**Lake Clearwater:** Affluent gated community

**Meridian Street:** Historic street four miles from The Fashion Mall, \$700K-\$1M+ homes

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## OTHER

**Schools:** Eight public/private high schools, five colleges/universities within ten miles of The Fashion Mall; 71 public/private colleges in Indiana\*

**Carmel, Indiana:** Borders The Fashion Mall, ranked Best Place To Live in America by *CNN MONEY* in 2012, average household income \$116k+ per 2011 US Census\*

**Indianapolis:\***

**Population:** Growing 60% faster than national average, adding international residents faster than Chicago

**Motor Sports:** 400,000 attend races at the Indianapolis Motor Speedway annually

**Conventions:** Ranked Best Convention City by *USA Today* in 2014

**Sports and Entertainment:** More than four major venues, four major-league teams

**Hospitals:** More than five major networks, including Community Health, Eskenazi Health, IU Health, St. Francis, St. Vincent Health

**Indianapolis Museum of Art:** One of the top ten largest art museums in the U.S.

**The Children's Museum of Indianapolis:** World's largest children's museum, 1.3 million visitors annually

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\* Not shown on map

Information accurate as of 5/1/14.  
Sources: SPG Research; trade area demographic information per Pitney Bowes MapInfo (2013).