



nerej

Simon Property Group brings five retailers to Rockingham Park in 2024

March 29, 2024 - Retail



Salem, NH The Mall at Rockingham Park, operated by Simon Property Group, is welcoming two new brands in 2024. Further emphasizing Rockingham's reputation for attracting first-to-market brands, Anthropologie and FP Movement will open their first stores in the Granite State, joining a line-up of market exclusive brands including Apple, lululemon, and Sephora among others. Rockingham Park will also be welcoming DICK's House of Sport, MINISO, and Earthbound Trading Company in the upcoming months.

Anthropologie is a lifestyle brand that is committed to exceeding customer expectations in unexpected ways by helping individuals prioritize self-expression. Founded in 1992, Anthropologie

ships to more than 100 countries and has over 200 stores around the world.

FP Movement is Free People's activewear line. Established in 2014, they feature performance ready activewear that goes beyond gym staples as well as supplements and elixirs that will support your exercise routine from the inside out. In addition to their stylish activewear, FP Movement will also stock a variety of clean beauty and wellness items.

DICK's House of Sport, an indoor sports and experience store offering year-round training in basketball, lacrosse, and baseball, will open their first New Hampshire location at The Mall at Rockingham Park. Dick's House of Sport will feature a climbing wall, golf simulators, and multi-sport cages that give athletes an opportunity to try products while measuring their performances.

With over 100 stores around the world, MINISO will arrive in Salem this spring to continue their expansion on the East Coast. Founded in 2013, this colorful, global lifestyle retailer is known for products ranging from novelty items, household goods, cosmetics, toys, and more.

Founded in 1994, Earthbound Trading Company will open its first location in New Hampshire this summer, bringing the space to life with a wide collection of crystals, meditation essentials, textiles, jewelry, accessories, clothing and more.

"We are proud to welcome these new retailers as two brands open their first locations in New Hampshire," said Elizabeth Tetreault, area director of marketing. "We look forward to offering even more unique experiences for shoppers in the region when these new brands join The Mall at Rockingham Park's lineup of exceptional retail and experiential activities."

"After a strong holiday shopping season, we are sincerely excited to start 2024 by announcing the upcoming arrival of Anthropologie and FP Movement to The Mall at Rockingham Park," said Tetreault. "These are a first-of-its-kind destination in New Hampshire and we could not be more thrilled for it to be in Salem."

Both Anthropologie and FP Movement are expected to open doors by fall of 2024.

"These two new stores coming to the state represent what we've believed for some time – New Hampshire is a growing state, with a diverse population who deserve to have access to the best retailers in the world. We are very excited about the continued momentum at our shopping center and are steadfastly committed to bringing more big-name retailers to the greater Salem Marketplace," said Eric Sadi, co-president of malls for Simon Property Group. "We are proud to be the new home for such iconic brands, which only strengthens The Mall at Rockingham Park's selection of stores, solidifying its position here in New England as a premier shopping destination offering an exceptional retail experience for our shoppers."