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Simon Property Group adds nine retailers to South Shore Plaza

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Braintree, MA Simon Property Group's South Shore Plaza is anticipating the arrival of nine new retailers, including the first Savage x Fenty store in New England. The arrivals also include Uniqlo, Akira, Box Lunch, Golf Lounge 18, Earthbound Trading, Turmeric House, and Pho & Dough, in addition to the recent expansion and remodel of the Apple Store.

Over the past year, South Shore Plaza has seen growth in its brand offerings. Among the new arrivals is Uniqlo, renowned for its high-quality, casual apparel and commitment to innovative design; and Akira, offers fashion forward, size-inclusive range of apparel, shoes, and accessories. Box Lunch and Golf Lounge 18 each bring their own offerings to the center. Box Lunch provides pop culture-inspired merchandise with a charitable twist, with every \$10 in-store purchase providing a meal secured by Feeding America on behalf of local member food banks. Golf Lounge 18 offers golf enthusiasts an entertainment experience with simulators and a lounge atmosphere. The relocated and expanded Apple Store will continue providing customers access to the latest innovations and

technology products in a new space.

South Shore Plaza is anticipating the future openings of Rihanna's women's and men's loungewear and sleepwear store Savage x Fenty, marking its first store in New England; and Earthbound Trading, known for its artisanal crafts and bohemian fashion.

Two new eateries Turmeric House, an Indian and Nepalese cuisine inspired restaurant and Pho & Dough, Vietnamese fare featuring a Japanese style donut shop will both be joining South Shore Plaza's lineup of dining options. These additions further diversify the retail and restaurant offerings, catering to the varied interests of shoppers in the region. South Shore Plaza also includes the South Shore's only Nordstrom, The Cheesecake Factory, Davio's Northern Italian Steakhouse, and many others.

"We are excited to welcome these exceptional retailers to the South Shore Plaza, enhancing our commitment to delivering the best possible shopping experience for our customers," said Amy Sullivan, director of marketing and business development of South Shore Plaza. "At South Shore, we are dedicated to listening to our customers and continually striving to provide them with exceptional choices and experiences. The addition of these new retailers and eateries marks our unwavering commitment to that mission."

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