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Momentum continues for Mall at Rockingham Park with six new tenants

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Photo courtesy of Simon

Salem, NH Simon, a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, has added several new retailers and the upcoming opening of a new casino at The Mall at Rockingham Park.

The Mall at Rockingham Park welcomes a new, first-to-market Kendra Scott, a billion-dollar lifestyle brand, set to open this fall; LOFT, a go-to destination for prints, designs and fits, now open; the first New Hampshire location for Caffè Nero, serving coffee and service with Italian inspired food,

opening this summer; Five Below, offering trend-right, high-quality products, also coming this summer; plus an expanded Aerie including OFFLINE by Aerie, offering activewear, scheduled to open this fall. Additionally, lululemon, known for its high-quality athletic apparel and accessories, continues to commit to the market with an expansion plan for their retail space.

Construction also is underway on Casino Salem, the first phase of a new gaming destination with a charitable giving component, in collaboration with a world-class operator. The first phase is expected to open this summer. Once future phases are complete, the complex will feature a full three-story buildout with table games, electronic gaming terminals, food and beverage concepts and more – driving additional traffic and economic activity to the area.

“We are excited to introduce several new shopping options at The Mall at Rockingham Park, enhancing our diverse lineup of fashion and market-exclusive brands,” said Laura Schwartz, regional vice president, leasing at Simon. “Since 1991, The Mall at Rockingham Park has been a cornerstone in the market, now emerging as a favored destination for brands aiming to establish their presence in tax-free New Hampshire. The unparalleled shopping experiences we offer our retailers; customers and the community are at the heart of this success.”

These new arrivals build upon the recent opening of several market-exclusive retailers at the center, including Anthropologie, the largest DICK’s House of Sport in the country, Earthbound Trading Company, FP Movement, IT’SUGAR.and MINISO.

“Momentum is growing at The Mall at Rockingham Park, and we are thrilled for our shoppers to experience the totality of our many new offerings,” said Elizabeth Tetreault, area director of marketing. “From our growing list of market-exclusive brands to the excitement of casino games, we invite everyone to the center for a fun and tax-free shopping experience.”

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