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900 North Michigan Shops Announces Partnership with Chicago-Based Restaurateur Brendan Sodikoff

Hospitality expert selected to curate food and beverage experience, the final piece in a three-year reinvention of the iconic property

CHICAGO, IL – (Nov. 01, 2017) – 900 North Michigan Shops in Chicago announced today that it will add a multi-level food and beverage experience, curated by nationally-recognized restaurateur Brendan Sodikoff, as part of the final renovation phase. The announcement comes midway through a complete reinvention of the iconic seven-story property that also includes the addition of a 184-foot LED canopy to be unveiled this month, as well as already completed exterior upgrades, a luminescent entry portal and elegant retailer branding.

“900 North Michigan Shops has been an archetypal urban shopping mecca in the heart of one of America’s most beloved cities for nearly three decades, and I am elated to help curate an inspired and socially connected local food destination that resonates with the neighborhood as well as visitors exploring all that Chicago has to offer,” said Sodikoff, founder and CEO of Hogsalt Hospitality. “My goal is to create an ambiance filled with human interaction and unexpected moments that feel good. We are thrilled to create something completely new – a mechanism to enhance the multisensory journey throughout 900.”

In 2010, Sodikoff launched his empire, Hogsalt Hospitality, with the inception of Gilt Bar in the River North district. Since then, his projects have spanned several types of developments from California Clipper lounge in Humboldt Park to 3 Arts Club Café, a partnership with retailer Restoration Hardware inside the high-end store, the first of its kind for the luxury home goods designer. Other notable Chicago restaurants include Au Cheval, Bavette’s Bar & Boeuf, Doughnut Vault, Maude’s Liquor Bar and Sawada Coffee.

“We are intentionally transforming the retail experience at 900 North Michigan Shops for today’s consumer, who wants a variety of top-tier culinary options in an exceptional art-inspired setting,” said Stacy Kolios, senior director of marketing for 900 North Michigan Shops. “We are working with best-in-class designers and artists to reimagine the site, and Brendan certainly elevates our team further. He is a gifted restaurateur who knows how to create lasting memories for his guests, the perfect complement to our vision.”

900 North Michigan Shops announced plans last year to renovate the 465,000-square-foot property along the Magnificent Mile. The development has historically been an anchor of the Gold Coast and recently updated the merchandise mix to include innovative brands such as Aritzia, Kendra Scott, BONOBO, UNTUCKit, and more to accompany longtime retailers like the recently renovated two-level Gucci and property anchor Bloomingdale’s. Additionally, 900 North Michigan Shops also added a collection of fashion houses along Rush and Walton Streets like Versace, AllSaints, and first-to-market Christian Dior.

The first phase upgrades to the entrance of the center from the parking complex incorporated showcase windows for stores to display merchandise and other enhancements to welcome consumers. The second phase of construction included the addition of a luminescent entry portal at the main entrance off North Michigan Avenue along with new signage for retailers to enhance the street-level energy. This phase also includes the installation of a massive LED canopy that will showcase digital pieces from various local artists throughout the year.

Beginning in 2018, the third phase of the project will implement a park luxe atmosphere and focus on creating moments of escapism for office workers, residents and tourists alike. The newly upgraded interiors will incorporate custom-designed furniture, enhanced greenery, and nature-inspired elements to provide an environment designed to stimulate creativity and comfort.

The final phase will restructure the food and beverage component of the development to focus on extending the consumer-driven experience through hospitality. Sodikoff is currently crafting a strategy to bring the multi-vendor concept to life through 21,000-square-feet of recreated hospitality space across various levels.

The completion of the interiors along with the food and beverage concept is slated to deliver in fall 2018 in time to celebrate the development's 30th anniversary. Partners in the renovation of 900 North Michigan Shops include design and concept firm AvroKO, New-York based ESI Design, and Chicago-based OKW Architects.

For more information and happenings, follow 900 North Michigan Shops on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#), or visit www.shop900.com.

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About 900 North Michigan Shops

An iconic anchor of the Magnificent Mile and Gold Coast, 900 North Michigan Shops is an architecturally stunning 465,000-square-foot, seven-level experiential retail destination in the heart of Chicago. The property is currently undergoing a multi-phase renovation to enhance the affluent consumer-driven shopping center. Anchored by Bloomingdale's, 900 North Michigan Shops features more than 70 luxe retailers including a two-level Gucci, MaxMara, Montblanc, J.Crew, BONOBO, Aritzia, Ministry of Supply, and more. The soon-to-be reimagined shopping mecca will be an urban destination infused with artistic moments, cultural experiences and non-traditional hospitality offerings. 900 North Michigan Shops is owned by an affiliate of JMB Realty Corporation. For more information about 900 North Michigan Shops, follow the development on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#), or visit www.shop900.com.