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900

NORTH MICHIGAN SHOPS

900 NORTH MICHIGAN SHOPS UNVEILS INSPIRED PLANS FOR RENOVATION

Investment Reaffirms 900 North Michigan Shops Standing as Global Shopping Destination and Local Daily Getaway

CHICAGO, IL - **May 19, 2017** – 900 North Michigan Shops announced plans for phase two of a comprehensive modernization. The renovation will completely transform the visitor experience with a meticulously crafted plan of food, fashion, hospitality and entertainment that continuously adapts to consumers' changing tastes and lifestyles. Bloomingdale's and 70 retailers and restaurants will remain open and operational, and management will be proactively minimizing inconveniences to guests and tenants.

"900 North Michigan Shops has always been seen as an iconic anchor of The Magnificent Mile and as being synonymous with the best Chicago has to offer," said Pat Meara, Sr. Vice President, JMB Financial Advisors.

"Our goal is to revitalize 900 North Michigan Shops and strengthen its standing as a renowned destination, not only for tourists, but for tenants and local residents alike. With this investment, we secure 900 North Michigan Shops' standing among world-class shopping centers and reaffirm our commitment to the city of Chicago."

JMB Realty Corporation and affiliates, which own 900 North Michigan Shops and other retail properties on Rush and Walton streets, have transformed the retail mix from Michigan Avenue to Rush Street both on the street and inside 900. With newly leased spaces comprising 45,000 square feet, JMB keeps the merchandise mix fresh and current by working with luxury fashion houses and innovative brands including Dior, Versace, AllSaints, Aritzia, Bonobos, UNTUCKit, Kendra Scott, Ministry, and the expansion and redesign of a 13,000 square feet Gucci on two levels.

A Stylishly Intentional Transformation

The revitalization of the space will affect every corner of the center with a focus on the main grand entry, facades, ceilings, lighting, interior décor, acoustics, and a spectacular video art installation.

Shared work and social spaces, complemented by cafes and concierge services, will provide an environment designed to stimulate creativity and comfort and cater to the perpetually-connected guest.

Enhanced greenery and nature-inspired elements introduced into the space will evoke a park-like atmosphere and provide a daily getaway for office workers, nearby residents and tourists. Consideration went into spatial planning to allow for a diverse range of regular live performances throughout the year.

Existing atrium ceilings will be transformed into a digital art installation which will project a custom-produced myriad of compelling images and videos. At 184 linear feet, this will be the largest LED display of its kind and will transfix visitors of all ages with hours of content opening for the 2017 holiday season.

Enhanced Food & Beverage

While the dining category at 900 North Michigan Shops is already vibrant with restaurants, casual eateries, and fast casual food options, the renovation will give the center an opportunity to augment its existing food and beverage program.

“We are intent on delivering a heightened dining experience for our guests,” said Stacy Kolios, Sr. Director of Marketing, 900 North Michigan Shops. “With our food and beverage partner, we will craft a program at 900 that blurs the lines between upscale retail, luxe hospitality, creative office space and home interiors. Our immersive, multi-level dining experience will satisfy all senses, deliver high-touch service in impeccably designed environments, and present menus of flavors that cater to the most sophisticated palettes. This, together with the center’s enhancements, will provide an experience built with today’s consumer in mind, a completely re-imagined 900.”

The 900 North Michigan Shops vision will be brought to life by design and concept firm, AvroKO, New York-based ESI Design, and Chicago-based OKW Architects.

About 900 North Michigan Shops

Residing on the north end of Chicago’s vibrant Magnificent Mile, 900 North Michigan Shops is an architecturally stunning 465,000 SF property with seven levels offering guests an unprecedented shopping experience. Anchored by Bloomingdale’s, the 900 North Michigan Shops features more than 70 luxe retailers including Gucci, MaxMara, Montblanc, J.Crew and Michael Kors. The exclusive tenant mix includes a strong line-up of national brands perfectly complemented by an eclectic collection of unique boutiques and a diverse selection of delectable dining options. Follow 900 North Michigan Shops on Facebook, Instagram, Twitter and YouTube @900Shops.

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