

S O M E R S E T C O L L E C T I O N

CITYLOFT

SOMERSET COLLECTION AND ITS RETAILERS CELEBRATE DETROIT

Somerset Collection CityLoft features mini-boutiques of its retailers during monthly “Summer in the City” shopping events; a portion of proceeds to benefit Detroit community groups

SOUTHFIELD, MI, (JULY 28, 2011) — Nathan Forbes, managing partner of The Forbes Company, owner and manager of Somerset Collection in Troy, announced the opening today of Somerset Collection CityLoft, a one-weekend-a-month shopping event, block party and fundraiser July, August and September in downtown Detroit at 1441 Woodward Avenue just south of Clifford in The Lofts of Merchants Row.

This first Somerset Collection CityLoft shopping weekend will operate through Saturday, July 30 (Thursday and Friday 10 a.m. – 7 p.m., Saturday 10 a.m. – 6 p.m.). Dates for the August and September events are being finalized.

The 4000-square-foot CityLoft, sponsored by Quicken Loans, Cadillac, and Bank of America, features mini-boutiques of more than three-dozen Somerset Collection retailers offering on-site shopping and one-of-a-kind merchandise for special order.

There is also food, drink, entertainment and daily fashion shows, gifts with purchase from each merchant, and \$10 Somerset Collection gift cards with every \$100 purchase.

In addition, a fleet of 10 Cadillac Escalades shuttles guests between CityLoft and downtown offices and hotels, free of charge (see schedule on following page); parking in the nearby Premier Garage is also complimentary.

Further, a portion of each weekend’s proceeds benefits Improve Detroit (www.id1441.org), a newly created general fund to support Detroit neighborhood groups and nonprofits.

Mr. Forbes explained that the CityLoft concept complements The Detroit Shoppe, Somerset Collection’s philanthropic retail store showcasing iconic Detroit products and cultural institutions in a historically-themed setting which opened last year, as well as its “You Belong Here” advertising campaign – introduced during the 2008 holiday season – which is filmed in and around Detroit’s well-known landmarks. A new version of the campaign will be launched this fall. “As we brought the best of Detroit to Somerset Collection with The

Detroit Shoppe, highlighting the city’s rich history and the companies, the personalities, the cultural milestones so integral to the region, the next step in our effort to help area residents recognize the benefits of the city is by bringing the best of Somerset Collection to Detroit,” he said, adding, “these efforts are an opportunity for us to bridge city and suburb while we support Detroit’s neighborhoods and nonprofits, and its renewal ... collectively we’re all Detroit.

“Each of us has a stake in the economic health and vitality of the metro area ... and projects like CityLoft, as well as those undertaken by the city’s civic groups and its business community, exemplify how we’re all partners in these efforts to create an economically and socially thriving downtown, city and metropolitan area ... a better downtown is a better Detroit is a better region is a better Michigan.”

David Forbes, partner of The Forbes Company and director of leasing for each of its properties said the enthusiasm from Somerset retailers “has been nothing short of extraordinary.

“Our merchants are using the CityLoft events as an opportunity to not only showcase their brands, but as a space in which to curate the best of their stores, offering their favorite and best selling merchandise.”

Dan Mullen, point man for Bedrock Management, the real estate development division of Quicken Loans, said CityLoft is a fantastic proving ground for retailers, highlighting the demand and enthusiasm for retail in Detroit.

He added, “The fact that Somerset and more than 30 of its retailers are participating in this project is validation that we are making major strides in bringing retail development to downtown Detroit.”

George Gulliver, regional director – sales, service and marketing for Cadillac, said, “The national and international spotlight of the new, quintessential ‘brand’ Detroit as a culturally cool city will only increase thanks to companies like The Forbes Company and Quicken Loans, and projects like CityLoft. Our involvement is an extraordinary opportunity for the Cadillac brand to showcase new products and, more importantly, add to the dynamic landscape of a new Detroit.”

And Kieth (sic) Cockrell, market president for Michigan for Bank of America, said, “Supporting The Detroit Shoppe and CityLoft aligns with our corporate social responsibility objectives because not only do these projects highlight Detroit history and Detroit cool, they benefit financially our key cultural and human service organizations in the region – this is real investment.”

CITYLOFT

Somerset Collection is located on the corner of Big Beaver Road and Coolidge in Troy. A 700-foot long glass enclosed moving skywalk spans Big Beaver connecting Somerset North with Somerset South. Anchored by Neiman Marcus, Nordstrom, Saks Fifth Avenue, and Macy's, Somerset Collection is home to more than 180 stores and restaurants, where many of which have their only area or statewide location, including Gucci, Louis Vuitton, Tiffany & Co., Burberry, Salvatore Ferragamo, Ralph Lauren, Michael Kors, Max Mara, Henri Bendel, St. John, as well as the casual Peacock Cafés and five sit down restaurants including The Capital Grille. Information about center or store-specific events, as well as store hours can be found at www.thesomersetcollection.com.

The Forbes Company (www.theforbescompany.com) is a nationally recognized owner, developer and manager of luxury, iconic shopping centers renowned throughout their respective markets for their retail innovation, fashion leadership, distinctive architecture and luxury appointments. In addition to Somerset Collection, these properties include three shopping centers in Florida: The Mall at Millenia in Orlando, The Gardens Mall in Palm Beach Gardens and Waterside Shops in Naples.

###

More information about Somerset Collection CityLoft hours and events; shuttles, including additional stops; and parking can be found at www.somersetcollectioncityloft.com.

Cadillac Shuttle Hours/Stops:

Thursday and Friday 11 a.m. – 7 p.m.: Coleman A. Young Municipal Building, Compuware Building, One Woodward, Renaissance Center, DTE Energy, Westin Book Cadillac and The Fillmore.

Saturday 10 a.m. – 4 p.m.: MGM Grand Detroit Casino, Motor City Casino, Atheneum Hotel, The Fillmore, Renaissance Center, Westin Book Cadillac and the Boston Edison neighborhood (Voight Park).

Somerset Collection CityLoft July Merchants:

Anne Fontaine, Baby Gap, Bare Escentuals, Basler, Betsey Johnson, Brookstone, Eddie Bauer, Eileen Fisher, GAP, Godiva, Gymboree, Henri Bendel, Intermix, Johnston & Murphy, Kate Spade, LEGO, lululemon athletica, Mami, Max Mara, Max Studio, Michael Kors, Montblanc, Neiman Marcus, Origins, Restoration Hardware, Saks Fifth Avenue, St. Croix, Swarovski, Sweet Factory, Tappers Diamonds and Fine Jewelry, The Art of Shaving, The Capital Grille, The Coach Store, The Detroit Shoppe, The North Face, Tommy Bahama, Tumi, Vera Bradley.

CITYLOFT



Somerset Collection "You Belong Here" Advertising Campaign



The Detroit Shoppe, Somerset Collection North

Somerset Collection CityLoft Rendering

