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## Somerset Collection retail space CityLoft to return downtown for holidays

By Daniel Duggan



The downtown Detroit retail concept spearheaded by **Quicken Loans Inc.** and the **Somerset Collection** will continue in December.

The move comes after the Woodward Avenue retail space was set to close after its final September shopping weekend.

The shops, called **CityLoft**, will open Dec. 1-3 to capture holiday shopping in Detroit, said Somerset Marketing Director Linda McIntosh.

A Nov. 30 event also will be held to benefit the **March of Dimes**.

"We had an amazing response from everyone, and especially our store managers wanted to do it again," McIntosh said.

The shops were open for three days a month in July, August and September.

The retail space, at 1441 Woodward Ave. in the **Lofts of Merchants Row**, has included national retailers such as Dallas-based **Neiman Marcus**. Also included was West Bloomfield Township-based **Tapper's Diamonds and Fine Jewelry**.

Also involved: New York-based **Anne Fontaine**; Merrimack, N.H.-based **Brookstone**; Bellevue, Wash.-based **Eddie Bauer**; New York-based **Eileen Fisher**; New York-based **Kate Spade**; Italy-based **Max Mara**; San Leandro, Calif.-based **North Face**; Corte Madera, Calif.-based **Restoration Hardware**; Austria-based **Swarovski**; Anaheim, Calif.-based **Sweet Factory**; and Fort Wayne, Ind.-based **Vera Bradley**.

The retailers do not have to pay additional rent to sell goods in the space. Rather, the rent will be paid by a group of sponsors: Southfield-based **Forbes Co.**, which owns the Somerset; Quicken Loans; the Cadillac division of **General Motors Co.**; and Charlotte, N.C.-based **Bank of America Corp.**

A portion of the retail proceeds also will be donated to the **Somerset Collection Charitable Foundation**; which makes donations to local nonprofits and cultural institutions.

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