

THE SUMMIT[®]

Retailer Newsletter

FEBRUARY 2018

NEW RETAILER + RESTAURANT

SOUTH MOON UNDER

What began as a small surf shack in the summer of 1968, has since evolved into an upscale clothing retailer known for ever-evolving & eclectic mix of women's clothing, swimwear, accessories, and gifts. South Moon Under is a multi-brand boutique known for carrying a unique mix of in-house brands and our favorite designers. The boutique will occupy 3,200 square feet and open spring 2018 next to Banana Republic.



FRUTTA BOWLS

Frutta Bowls was founded by collegiate athlete, Brooke Gagliano, with the goal of offering a new, healthy dish that taste great that everyone can enjoy. Focusing mainly only on bowls crafted from the Acai berry, other bowl and smoothie bases include Pitaya, Kale, and Oatmeal. Bowls are topped with fruits, nuts and drizzled in almond butter, peanut butter or honey. With fun names like the PB& J Bowl, the Hulk, and the Coco Puff you'll want to try them all. Frutta Bowls will occupy 1,800 square feet and is expected to open in the spring of 2018, next to Kendra Scott.



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HAPPENINGS @ THE SUMMIT

SWEAT Fitness Series

Feb. 5, 12, 19, 26 | 6-7 PM

Keep up with your new year's resolution with The Summit's fitness series, SWEAT. Every Monday night in February at 6:00 PM you can join us for a free workout: Yoga by Villager Yoga and Hip Hop Dance or Belly Dancing with lululemon's own, Jessica Bostany! Each weeks workout will be held next to Pandora. Visit The Summit's Facebook event page or our website's play page to reserve your spot (space is limited).

Macramé Plant Hanger Workshop

Feb. 22 | 6:30-8:30 PM

Create your very own Macramé plant hanger at our workshop taught by Bonnie Poore, a self-proclaimed craft nerd. You can also find Bonnie's beautiful work for sell on Etsy at Bonnybee Designs. She learned macramé from her grandmother when she was in middle school so Bonnie is very eager to share the skills of this remarkable craft. In this beginner-friendly class, attendees will learn various macramé knot techniques that can be used for a variety of designs. Leave with your own completed plant hanger. Visit The Summit's Facebook event page or our website's play page to purchase a ticket (space is limited).



Food Truck Friday

March 2 | 5-8 PM

Food Truck Fridays are back! On the first Friday of every month, come enjoy live music and local cuisine from 5:00 - 8:00 PM with us. If your store or restaurant would like to get involved in this event by setting up a booth or handing out discounts, please reach out with your interest to summitbham@bayerproperties.com. Admission is free into the food truck area. Find the trucks located near Swoozie's and Orvis.

VALENTINE'S DAY GIVEAWAY

Giveaway on The Summit's Instagram

Feb. 4-11

Our friendships are the gift we give ourselves and they are the joyous constant in our everyday! The friend who gets the most face time. The friend who there never seems to be enough time with. The friend who knows all your secrets. The friend you celebrate with.

This Valentine's Day, let's celebrate the friendships that matter the most. Tag three friends who show you love and friendship– that every day kind of love- for a chance to win gift cards or a shopping experience for two!



WHAT IS GALENTINE'S DAY?

It's on February 13th, a nonofficial holiday, celebrated as a day for "ladies celebrating ladies." Basically, it's like Valentine's Day, only instead of celebrating the love you have for your significant other, you spend it with your best gals, who are, after all, your soul mates, and therefore deserving of a holiday all to themselves, too!

How To Celebrate

Galentine Party at fab'rik
Thursday, Feb. 8th
6:00-8:00 PM

Attendees will be able to enjoy styling with local blogger Rachel Awtrety, a complimentary braid bar by Big Haired Hannah, sips + snacks and more!

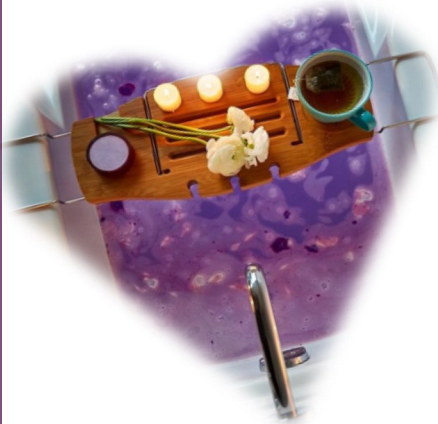
FOLLOW US ON
Instagram 

@rachel.awtrety
@bighairedhannah

CONSUMER TRENDS FOR VDAY

This year's most romantic holiday falls mid-week on Wednesday, February 14th. Valentine's Day is a holiday of love, laughter, and friendship.

According to the National Retail Federations in 2017, nearly a quarter of consumers said they planned to give a gift of experience for the holiday. Ages 18-24 ranged around 45% compared to the 18% for ages 45-54 for this type of gift giving.



Retailers targeting the Millennials this Valentine's season should consider suggesting experiential gift ideas such as how to plan an at-home spa date or all the essentials for a romantic weekend getaway.

Consumers also expressed that they would be more willing to spend more of their money if they found the perfect gift for that specific person or if the store had a really good promotion during that time (like a gift with purchase). Help this customer find the perfect gift that they cannot pass up by featuring a gift guide with recommendations for all their loved ones (from pets to best friends to their significant other).

The Summit - Birmingham, Al
 Published by Jane Hoerner, Bayer Properties (P) | January 13 at 8:11am

The denim recycle-a-thon is ON! Bring an old pair of jeans to Madewell today for recycling and get \$20 off a new pair (plus a tote and enjoy free snacks while you shop.) Your old recycled denim gets transformed into insulation with Blue Jeans Go Green™.



FACEBOOK

TAG US
@THESUMMITBHAM

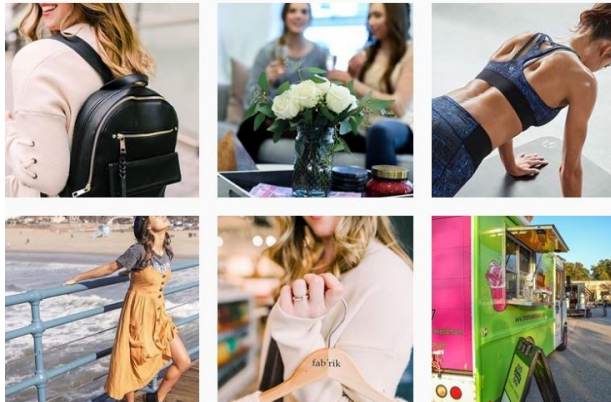
12,457 LIKES



INSTAGRAM

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11.8K FOLLOWERS



2018 EVENT CALENDAR

- Feb. 1 Floral Arrangement Workshop with Fox & Brindle Designs
- Feb. 3 American Girl Mini Fondue Party at Williams-Sonoma
- Feb. 3 Tween Valentine Card Making Workshop at Paper Source
- Feb. 4 Super Bowl 52: Philadelphia Eagles vs. New England Patriots
- Feb. 5 Sweat Fitness Class featuring Hip Hop Dance
- Feb. 8 Galentine Party at fab'rik
- Feb. 10 Williams-Sonoma Valentine's Day Baking Class
- Feb. 12 Sweat Fitness Class featuring Yoga with Villager Yoga
- Feb. 13 Madewell's Galentine Event
- Feb. 14 Valentine's Day
- Feb. 19 President's Day
- Feb. 19 Sweat Fitness Class featuring Belly Dancing
- Feb. 21 Lilly Pulitzer's 2 x 2 Rescue Event
- Feb. 22 Macramé Plant Hanger Workshop with Bonnybee Designs
- Feb. 26 Sweat Fitness Class featuring Belly Dancing
- Feb. 26 Sweat Fitness Class featuring Yoga with Villager Yoga

Submit Promotions

The Summit offers multiple avenues to promote your store and boost new product awareness.

These include signage opportunities, Social Media {Facebook & Instagram} as well as the Retailer Newsletter, which will go out on a monthly basis.

Signage is based on availability. For rates and space availability, contact Mindy Rohr, Marketing Manager, at mrohr@bayerproperties.com.

To post Sales or Career Opportunities:

- Visit our website at thesummitbirmingham.com
- Scroll to the bottom of the page and click on "Store Log In"
- Enter the password **sales4u**

