

THE SUMMIT[®]

Retailer Newsletter

October 2019



OCTOBER OPENINGS

REI

REI's Grand Opening festivities will be on this Friday, October 4th - 6th. Join us as we welcome this first-to-state store at The Summit. See opening event details [here](#).

LULULEMON

We are so excited to share with you the expansion of lululemon this October! Follow along [here](#) for further details about the Grand Re-Opening event on October 23.

PELOTON

The new indoor cycling concept, [Peloton](#), is scheduled to open late October.



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TENANT INVOLVMENT OPPORTUNITIES

SWEAT COMMUNITY FITNESS SERIES

October 7, 21, 28 | 6:00 - 7:00 PM

October is our last month of the free fitness series this year, so don't miss out on a chance to get [involved](#) by donating water or a fun goody bag for the class participants.



SHOP SAVE & SHARE

October 2 - October 13

The Junior League of Birmingham's [Shop Save & Share](#) program starts this month. Cardholders will enjoy 20% in participating stores and restaurants while the sale lasts. Thank you to our 40 stores participating this year at The Summit.



MAKER WORKSHOPS

October 17 | 6:30 - 8:30 PM

November 30 | 10:00 AM - 12:00 PM

December 5 | 6:30 - 8:30 PM

[Sponsor](#) a workshop by featuring sips & sweets for class participants.



MAGIC MOMENTS DAY

October 21

In honor of the 35th Anniversary of Magic Moments, Governor Ivey has proclaimed Monday, October 21st Magic Moments Day across the state of Alabama. Contact Magic Moments [here](#) if your business will consider giving back.



FOOD TRUCK FRIDAY EVENTS

October 4 & November 1 | 6:00 - 8:00 PM

Food Truck Fridays are held on the first Friday of the month from 6-8 PM, where visitors can enjoy live music, local food trucks and connect + shop with retailers at The Summit. If you'd like to join us at any of the events, email us [here](#).

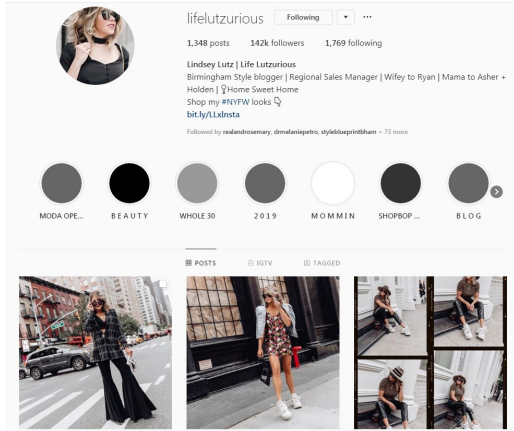


UPCOMING EVENTS

FITNESS + INFLUENCER PARTY

October 17 6:30 - 8:30 PM

The Summit is hosting an event with Battle Republic and a local influencer with a huge following, Lindsey Lutz. The event is geared around the Battle Republic boxing fitness class, but we will also have a DJ, giveaways, food, swag bags and braid bar for the participants. We'd love for our tenants to be featured in some way during this event with either a tray of yummy treats for the guests or a swag bag item. It will be a ticketed event with 40 participants. [Email](#) us if you'd like to be involved.



HOLIDAY PARADE

November 22 5:00 - 8:00 PM

Lights Up at The Summit is our annual kick-off to the holiday season! Our festive [parade](#) will begin at 6:00 PM. Throughout the night, visitors will enjoy entertainment before the parade, faux snow, pictures with Santa, and an incredible firework show. With over 6K in attendance last year we would love for your business to be apart of the parade (ex. Handing out candy or riding on your float). Pease contact the Marketing Team [here](#) by October 29th to join.



Employee DISCOUNTS

◆ 10% OFF

Alumni Hall, fab'rik, L'Occitane, Macaroni Grill, Pieology Pizzeria, Seasons 52, Shake Shack, Soft Surroundings, South Moon Under, Taco Mama, Village Tavern

◆ 15% OFF

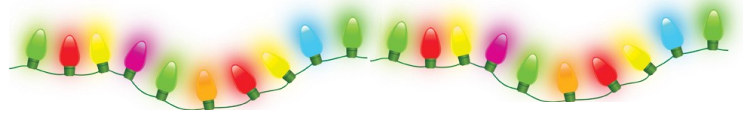
Frutta Bowls, Kendra Scott, Soma Intimates

◆ 20% OFF

Aveda, Belk Salon & Spa, California Pizza Kitchen

NOTES FROM MANAGEMENT

- The center's holiday installation will begin on November 10th



- If you have experienced a roof leak, please notify the Guest Services Office immediately and your corporate. HVAC unit leaks from condensation and/ or overflowing drip pans will be handled through your individual store vendor. Therefore, we do not need to be alerted of those issues.

BEST OF BIRMINGHAM

The Summit is proud to announce we have won Best Shopping District for the Best of Birmingham 2019 awards in the Birmingham Magazine! And for Best Women's Shoes congratulations to Gus Mayer! [See](#) the rest of the 2019 Best of Birmingham winners.

BEST OF BIRMINGHAM 2019



TENANT SPOTLIGHT

Kendra Scott

WE'RE HIRING FOR THE HOLIDAYS!

Kendra Scott Birmingham is hiring SEASONAL ASSOCIATES

Are you the perfect fit?
Please email kamrie.meyer@kendrascott.com for more information.



Sephora's *Brave Beauty in the Face of Cancer* class's are being held on October 5th from 8-9:30 AM.

These classes build confidence and help you discover techniques and products that address the visible effects of cancer treatments.

Attendees can get skincare tips tailored to your needs, matched with Color IQ and receive step-by-step instructions for creating a radiant complexion, natural-looking brows and defined eyes.



SEPHORASTANDS
Classes for Confidence

The Summit - Birmingham, AL is at The Cheesecake Factory (Birmingham, AL).
Published by Sarah Morton [?] · September 18 at 7:54 AM · Birmingham, AL · 🌐

Time to plan a lunch brunch! 🍷



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WHEN MENTIONING US

2,465 POSTS

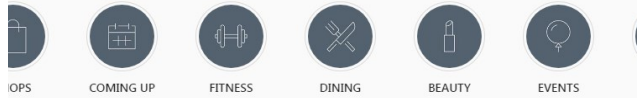
18.8K FOLLOWERS



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2,465 posts 18.8k followers 1,874 following

The Summit Birmingham
EAT | SHOP | PLAY
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POSTS IGTV SAVED TAGGED



Submit Promotions

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

Signage is based on availability. For rates and space availability, contact The Summit Marketing [here](#).

Post Your Sales, Events and Career Opportunities:

- ◇ Visit our website at thesummitbirmingham.com
- ◇ Scroll to the bottom of the page and click on the box that says “**Store Log In**”
- ◇ Enter the password **sales4u**



OCTOBER CALENDAR

- October 3 Belk Job Fair
- October 5 The Pink Tulip Grand [Opening](#)
- October 4–6 REI Grand Opening
- Now - October 20 South Moon Under's Denim [Sale](#)
- October 1–31 [Swoozie's](#) Fall Catalog

Don't forget to share your upcoming events with us!

