



WWD Announces New Partnership with The Howard Hughes Corporation® to Unveil the Ten of Tomorrow at The Seaport District

December 11, 2014

New York's Newest Old Neighborhood Pays Tribute to Ten of Fashion's Most Promising Names

NEW YORK-- [WWD](#) has joined forces with [The Howard Hughes Corporation](#)® (NYSE: HHC) to announce the annual Ten of Tomorrow at the [Seaport District](#), recognizing leaders in fashion and retail innovation. Both organizations are incubators for new and unique fashion design and retail and are invested in embracing the next generation of industry leaders.

WWD's annual [Ten of Tomorrow](#) identifies fashion's rising stars by taking an in-depth look at talent across a spectrum of disciplines with the potential to rise to the top of their respective fields, including retail, design, brands, beauty and technology. The 2015 WWD Ten of Tomorrow honorees include [Simone Rocha](#), [Marco de Vincenzo](#), Scott Sternberg and John Targon of [Baja East](#), Brandon Ralph and Dan Gardner of [Code & Theory](#), Marvin Ellison incoming [JCPenney](#) CEO, Shayne Oliver of [Hood By Air](#), Paola Russo of [Just One Eye](#), Emily Weiss of [Into the Gloss & Glossier](#), [Ana Khouri](#) and [Lee Savage](#).

"Ten of Tomorrow is one of WWD's most compelling franchises because it identifies the talent we think has the potential to shape the industry's future. It touches on all aspects of the industry, from designers and marketers to the retailers and chief executives whose careers, in our view, carry great promise," said Edward Nardoza, Editor in Chief, WWD. "As our sponsor for this special report and event, WWD is delighted to have The Howard Hughes Corporation, one of the retail world's most creative and innovative developers host us at the Seaport District."

"We are pleased to partner with WWD, the authority for fashion, beauty and retail news, and support the emerging talent of WWD's Ten of Tomorrow," said David R. Weinreb, Chief Executive Officer for The Howard Hughes Corporation. "The Seaport District is poised to become New York's premier destination providing unique entertainment, culinary and fashion experiences. As the city's original commercial hub and birthplace of innovation, it is especially fitting for the Seaport to be home to fashion's rising stars."

The Ten of Tomorrow program commences with an exclusive event on December 11th at the Seaport District to celebrate the 2015 honorees. The partnership will continue to unveil programming in 2015, including the Seaport Studios Concept Pavilion - a unique retail experience created by The Howard Hughes Corporation and WWD at the Seaport District - in spring 2015.

About The Seaport District

The Seaport District is New York City's newest old neighborhood on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, Statue of Liberty and the city's iconic skyline. The rich history and storied waterfront location make The Seaport District one of New York City's most unique settings. *Travel+Leisure* recently named the Seaport as the 22nd most visited tourist attraction in the world. The Seaport District is being revitalized by The Howard Hughes Corporation into a vibrant community with expansive open spaces, a rooftop entertainment venue on Pier 17, cultural attractions and a retail environment complete with premier retail brands, restaurants and a locally sourced fresh food market.

About The Howard Hughes Corporation®

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Our properties include master planned communities, operating properties, development opportunities and other unique assets spanning 16 states from New York to Hawai'i. The Howard Hughes Corporation is traded on the New York Stock Exchange as HHC and is headquartered in Dallas, TX. For additional information about HHC, visit www.howardhughes.com.

Safe Harbor Statement

Statements made in this press release that are not historical facts, including statements accompanied by words such as "will," "believe," "expect," "enables," "realize," "plan," "intend," "assume," "transform" and other words of similar expression, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on

management's expectations, estimates, assumptions, and projections as of the date of this release and are not guarantees of future performance. Actual results may differ materially from those expressed or implied in these statements. Factors that could cause actual results to differ materially are set forth as risk factors in The Howard Hughes Corporation's filings with the Securities and Exchange Commission, including its Quarterly and Annual Reports. The Howard Hughes Corporation cautions you not to place undue reliance on the forward-looking statements contained in this release. The Howard Hughes Corporation does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release.

About WWD

WWD is the authority for news and trends in the worlds of fashion, beauty and retail. Featuring daily headlines and breaking news from all Women's Wear Daily publications, WWD provides the most comprehensive coverage anywhere of fashion, beauty and retail news and is the leading destination for all fashion week updates and show reviews from New York, Paris, Milan and London.

ALISON BROD PUBLIC RELATIONS

Taylor Gowdy, 212-230-1800

Taylor@alisonbrodpr.com

or

Dara Schopp, 212-230-1800

Dara@alisonbrodpr.com

or

The Howard Hughes Corporation

Caryn Kboudi, 214-741-7744

caryn.kboudi@howardhughes.com

or

Lincoln Palsgrove, 646-822-6930

lincoln.palsgrove@howardhughes.com

Source: The Howard Hughes Corporation and WWD