



The Howard Hughes Corporation® Brings the Future of Fashion and Design to the Seaport District

June 15, 2015

Anticipated Seaport Studios Concept Store to Open This Week

NEW YORK-- [The Howard Hughes Corporation®](#) (NYSE: HHC) announced today the unveiling of [Seaport Studios](#) at the [Seaport District](#) on Friday, June 19th. The store will feature the best of fashion, art and culinary experiences that showcase cutting-edge retailers as well as up-and-coming designers with their latest styles in a dynamic store design. The Howard Hughes Corporation is devoted to embracing the next generation of industry leaders by incubating new design and retail.

"With the opening of Seaport Studios, we are pleased to be providing designers with a high-profile platform to showcase their goods to a broader audience," said David R. Weinreb, Chief Executive Officer for The Howard Hughes Corporation. "As the city's original commercial hub and birthplace of innovation, it is especially fitting that the Seaport District is becoming one of the premier destinations for one-of-a-kind fashion, culinary and entertainment experiences."

Seaport Studios is part of an ongoing collaboration between The Howard Hughes Corporation and WWD and their Ten of Tomorrow program identifying the future leaders in retail and fashion. Every artist and designer was meticulously selected by an advisory board of industry influencers and retail professionals. This carefully curated selection of designers at Seaport Studios will display their collections during different phases of the pop-up. Fashion designers who are a part of the first rotation from June 15th through July 27th include WWD's Ten for Tomorrow 2015 honorees Scott Studenberg and John Targon of [Baja East](#) as well as [Rochambeau](#), [GLASS](#), [Manebi](#), [Jennifer Fisher](#), [Union SURFboards](#) and [Finell](#). Culinary and art experiences joining the fashion labels include [Via Quadronno](#), [Esmeralda Kosmatopoulos](#), [Shantell Martin](#) and [Baron Von Fancy](#).

"Having the opportunity to collaborate with The Howard Hughes Corporation and the South Street Seaport on this pop-up shop gives the brands and designers incredible exposure to an entire new market of consumers," said Ed Nardoza, Editor in Chief of WWD. "It opens up a world of possibility for these exceptional talents."

[Pop Up Mob](#), a full service pop-up agency on a mission to keep the retail scene on its feet, has helped bring together a group of independent brands blended with the distinctive character of the Seaport District to create a retail destination unlike any other in New York City. The first level of Seaport Studios is a modular space that creates a retail environment without limitations for the fashion brands, local style makers and today's trending designers. The second level is a lounge and art gallery developed by [Prospect Creative](#) delivering special exhibits, ongoing programs and events that create an inspiring place to gather, engage and relax.

Seaport Studios' interior is designed by creative agency [GUILD](#) using a minimal palette of natural materials to create a warm, contemporary aesthetic that nods to the Seaport District's nautical past. Maple wood, white rope, polished concrete and weathered corten steel all combine to create a canvas for the product to be showcased in a space that feels intuitive, all while alluding to the maritime history of the Seaport.

Located at 19 Fulton Street, additional information about Seaport Studios can be found at www.seaportstudios.com. Follow #SeaportStudios and the Seaport District on [Instagram](#), [Twitter](#) and [Facebook](#).

About the Seaport District

The Seaport District is New York City's oldest new 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 destination 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.

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Source: The Howard Hughes Corporation