



10 Corso Como to Open Its Only North American Location in the Seaport District

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The Howard Hughes Corporation® to Bring the World's First Concept Store to New York's Historic Commercial Hub



Fulton Market Building at the Seaport District (Photo: Business Wire)

NEW YORK-- [The Howard Hughes Corporation®](#) (NYSE: HHC) announced today that Milan-based [10 Corso Como](#) will be opening in the [Seaport District](#) as part of the development's ongoing transformation. The New York store will be 10 Corso Como's only U.S. location and is consistent with the other offerings curated to date by TheHoward Hughes Corporation for the revitalized Seaport District that will include culinary experiences from renowned restaurateurs Jean-Georges Vongerichten and the Momofuku Group led by David Chang, a 40,000 square foot food market by Jean-Georges, iPic Theaters and the new Pier 17® highlighted by its 1.5-acre rooftop that will be programmed year-round and become one of the world's most recognized entertainment destinations.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160908005502/en/>

Founded in Milan in 1991 by style visionary and former fashion editor Carla Sozzani, 10 Corso Como pioneered a new retail model – the union of culture and commerce. With its blend of fashion, cuisine, art, music, design and lifestyle, 10 Corso Como created a new retail vocabulary – living an experience at the core of its philosophy. Celebrating its 25-year anniversary this month, the brand has developed a loyal global following that visits its locations in Milan, Seoul, Shanghai and Beijing. 10 Corso Como New York will be located in the historic area of the Seaport District and contain approximately 13,000 square feet that will be designed by American artist Kris Ruhs.

"As a European, I am very excited to see 10 Corso Como come to the place where New York City was born. The Seaport District's history of international commerce and innovation is inspiring. I am looking forward to creating an extraordinary destination in such a unique neighborhood where the interests of the community are a focus for growth," said Carla Sozzani, Founder of 10 Corso Como.

"Bringing such an important and influential brand in the creative and fashion sectors to the Seaport District will be a tremendous addition to New York City," said David R. Weinreb, Chief Executive Officer of The Howard Hughes Corporation. "Given the Seaport District's history as the city's birthplace of innovation, we have been sharply focused on curating cutting-edge experiences across food, entertainment, fashion and culture. 10 Corso Como is a consummate example of our vision for the Seaport District."

About the Seaport District

The Seaport District, New York's original commercial hub, is located on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, Statue of Liberty and the city's iconic skyline. Attracting approximately 15 million visitors annually prior to beginning its redevelopment, the Seaport was recently named the 22nd most visited tourist attraction in the world by Travel + Leisure.

The Seaport District is currently being revitalized by The Howard Hughes Corporation and will encompass seven buildings on several city blocks totaling more than 400,000 square feet of cutting-edge culinary, fashion, entertainment and cultural experiences, including the 40,000 square foot food market by Jean-Georges in the restored Tin Building that will rival the world's most popular food concepts as well as the only Manhattan location of premier cinema operator iPic Theaters. In the new Pier 17 building, culinary powerhouses Jean-Georges Vongerichten and the Momofuku Group led by David Chang will be opening

restaurants as the first to be announced in what will become an unparalleled range of dining options in the district.

Pier 17 will also be highlighted by a 1.5-acre rooftop that will include a restaurant, outdoor bars and a venue for special events that will become one of the most recognizable entertainment destinations. The rooftop will be programmed year-round, home to a seasonal summer concert series as well as a winter village and a cultural and entertainment gathering place for New Yorkers and visitors. An essential part of New York for over 300 years, the re-envisioned Seaport District will continue to function as a much-needed community anchor for the rapidly growing population of Lower Manhattan.

For additional information, visit SeaportDistrict.NYC.

About 10 Corso Como

In Milan in 1990, gallerist, publisher and former fashion editor Carla Sozzani opened the Galleria Carla Sozzani in an industrial building, and a year later conceived 10 Corso Como as a virtual narrative of a magazine layout. Turning a garage into a lifestyle and fashion zone, 10 Corso Como abandoned all accepted retail practices of the time. Through its promotion of art, fashion and design in a succession of spaces and events, a new template for the union of retail and culture was created. Galvanizing marketing practices with its philosophy of “slow shopping” and immersive experience in each new location (Seoul, Beijing and Shanghai), 10 Corso Como will continue to be the nexus of a global network of cultures in the 21st century. Coming from the studio of American artist Kris Ruhs, each 10 Corso Como’s visual identity, interior and iconic logos are created by bringing art into the everyday environment. 10 Corso Como looks forward to joining with HHC in this iconic location, the Seaport District in New York City. Reflecting the breadth of its offerings – culture, design, and lifestyle – 10 Corso Como’s hospitality will create a social gathering space where slow shopping will find a home in the New York vocabulary.

For additional information, visit www.10corsocomo.com.

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 with major offices in New York, Columbia, MD, Dallas, Houston, Las Vegas and Honolulu. For additional information about HHC, visit www.howardhughes.com or find us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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ALISON BROD PUBLIC RELATIONS

Adrianna Lauricella, 212-230-1800

Adrianna@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

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