



The Howard Hughes Corporation® Signs Scotch & Soda to Open at the Seaport District

April 6, 2016

The Amsterdam-Based Fashion Brand is the Latest Retailer to Join the Storied Seaport District Currently Under Transformation



The Howard Hughes Corporation(R) Signs Scotch & Soda to Open at the Seaport District - The Amsterdam-Based Fashion Brand is the Latest Retailer to Join the Storied Seaport District Currently Under Transformation. (Photo: Business Wire)

NEW YORK-- [The Howard Hughes Corporation®](#) (NYSE: HHC) announced today that the company has signed a lease with [Scotch & Soda](#) to open a new store in the revitalized [Seaport District](#). The coveted Amsterdam-based clothing label will set up shop in Lower Manhattan at the original commercial hub of the city - the initial port of "New Amsterdam" - where they will bring their unique styles that are rich in detail, high in quality and affordable.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160406005463/en/>

The revitalized Seaport District will encompass seven buildings on several city blocks totaling over 365,000 square feet filled with cutting edge dining, shopping, entertainment and cultural offerings that will make the district one of New York City's premier destinations. The Seaport District will include the ultimate cinematic experience with [iPic Theaters](#) opening an eight-screen movie and dinner theater in the Fulton Market Building and recently announced partnerships with acclaimed chefs [Jean-Georges Vongerichten](#) and David Chang – founder of the [Momofuku Group](#) – to open two flagship restaurants on the new Pier 17 currently under construction as well as a 40,000 square foot food market in the restored Tin Building featuring Jean Georges that will rival the world's most popular food concepts. Jean-Georges and David Chang are the first to be announced in what will become a range of dining choices by the most notable restaurateurs designed to captivate locals and visitors alike. [McNally Jackson Books](#), a popular New York independent bookseller, will also open in Schermerhorn Row on the cobblestoned streets of the Historic District.

"This latest addition to the Seaport District is another example of how this storied neighborhood is reinventing itself as a leading culinary, fashion, entertainment and cultural hub," said David R. Weinreb, Chief Executive Officer of The Howard Hughes Corporation. "We are pleased to welcome Scotch & Soda to the neighborhood and offer their distinct style to the growing Lower Manhattan community."

Scotch & Soda originated in the 1980s, but the Amsterdam-based fashion brand as it is known today relaunched in 2001, when three new owners joined forces and brought to the table their broad experience and shared love of creating great apparel. The highly-popular fashion label currently boasts over 100 stores worldwide. The Scotch & Soda location will be the first location in Lower Manhattan and will take advantage of the historically rich and authentic character of the Seaport District.

"We are very pleased to expand our New York City network downtown into the city's oldest new neighborhood," said Ari Hoffman, Chief Executive Officer of Scotch & Soda. "The redevelopment of the Seaport District's waterfront, surrounded by historic buildings and cobblestone streets, is a natural environment for Scotch & Soda. The neighborhood's sense of authenticity and intimacy suits our brand well."

Committed to creating a distinct destination for New Yorkers and visitors alike while work progresses toward the grand opening, The Howard Hughes Corporation has curated a number of installations and activations as a glimpse into the future transformation of the district. These include last year's Seaport Culture District and the only Smorgasburg outpost in Manhattan during the summer months. Additionally, the company opened a curated concept store, [Seaport Studios](#), in 2015 in conjunction with WWD.

The unique retail experience serves as a platform for up and coming designers to showcase their products to a wider audience. These offerings are designed to captivate New Yorkers to rediscover the city's oldest new neighborhood time and time again.

For additional information, visit SeaportDistrict.NYC, and follow the Seaport District on [Instagram](#), [Twitter](#) and [Facebook](#).

About The Seaport District

The Seaport District, New York City's oldest new neighborhood, 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. The rich history as New York's original commercial hub and its storied waterfront location make the Seaport District one of New York City's most unique settings. Travel+Leisure recently named the Seaport the 22nd most visited tourist attraction in the world. The Seaport District is being revitalized by The Howard Hughes Corporation into a top destination in New York City for unique culinary, fashion, entertainment and cultural experiences. 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.

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](#).

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.



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

Source: The Howard Hughes Corporation