

*Caruso*

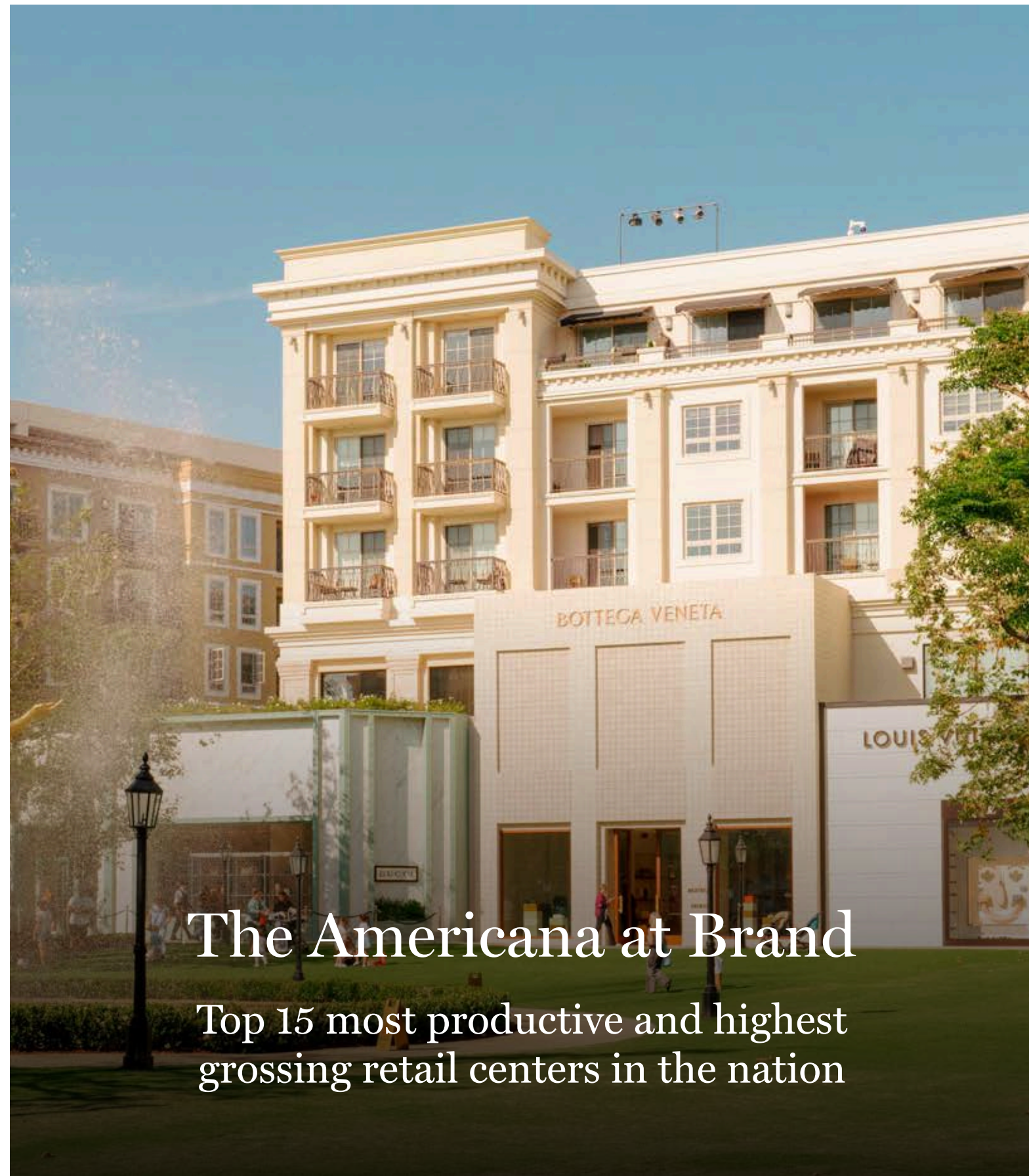
# Caruso Brand Partnerships

THE GROVE & MORE



# Our team oversees all partnerships for Caruso's \$1B+ real estate portfolio in Southern California

350+ RETAIL TENANTS | 50M+ ANNUAL VISITORS | 3 TOP RANKED PROPERTIES



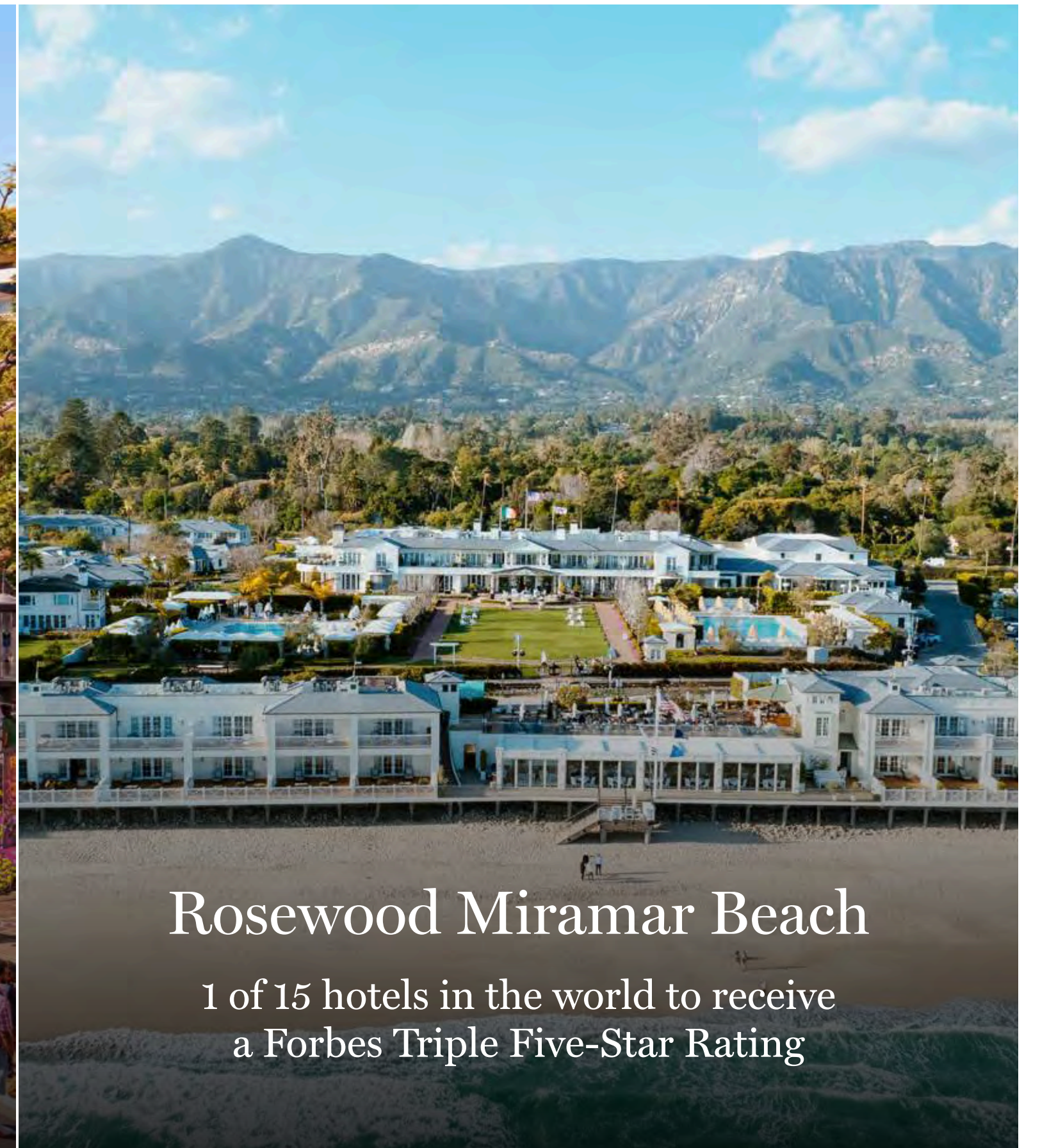
## The Americana at Brand

Top 15 most productive and highest grossing retail centers in the nation



## The Grove

2nd most productive and highest grossing retail center in the nation



## Rosewood Miramar Beach

1 of 15 hotels in the world to receive a Forbes Triple Five-Star Rating





VILLAGE AT MOORPARK

THE LAKES AT THOUSAND OAKS

THE PROMENADE AT WESTLAKE

ENCINO MARKETPLACE

THE COMMONS AT CALABASAS

THE AMERICANA AT BRAND

THE MASONIC TEMPLE

252 S BRAND

LUXURY APARTMENTS

COLORADO & CENTRAL

SAN VICENTE RETAIL

333 LA CIENEGA

THE GROVE

PALISADES VILLAGE

8500 BURTON WAY

WATERSIDE AT MARINA DEL REY

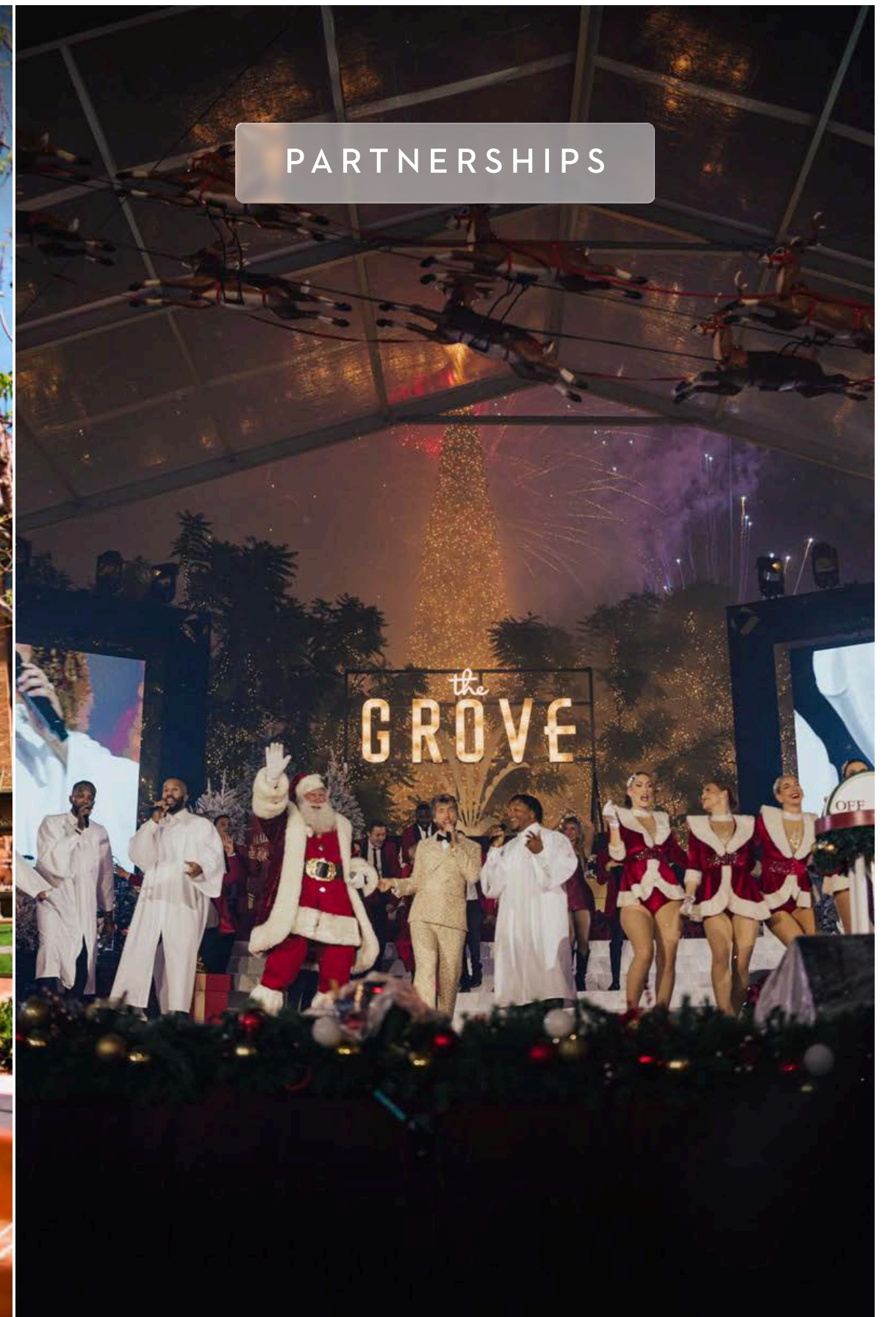
MONTECITO

ROSEWOOD MIRAMAR BEACH

MANHATTAN BEACH

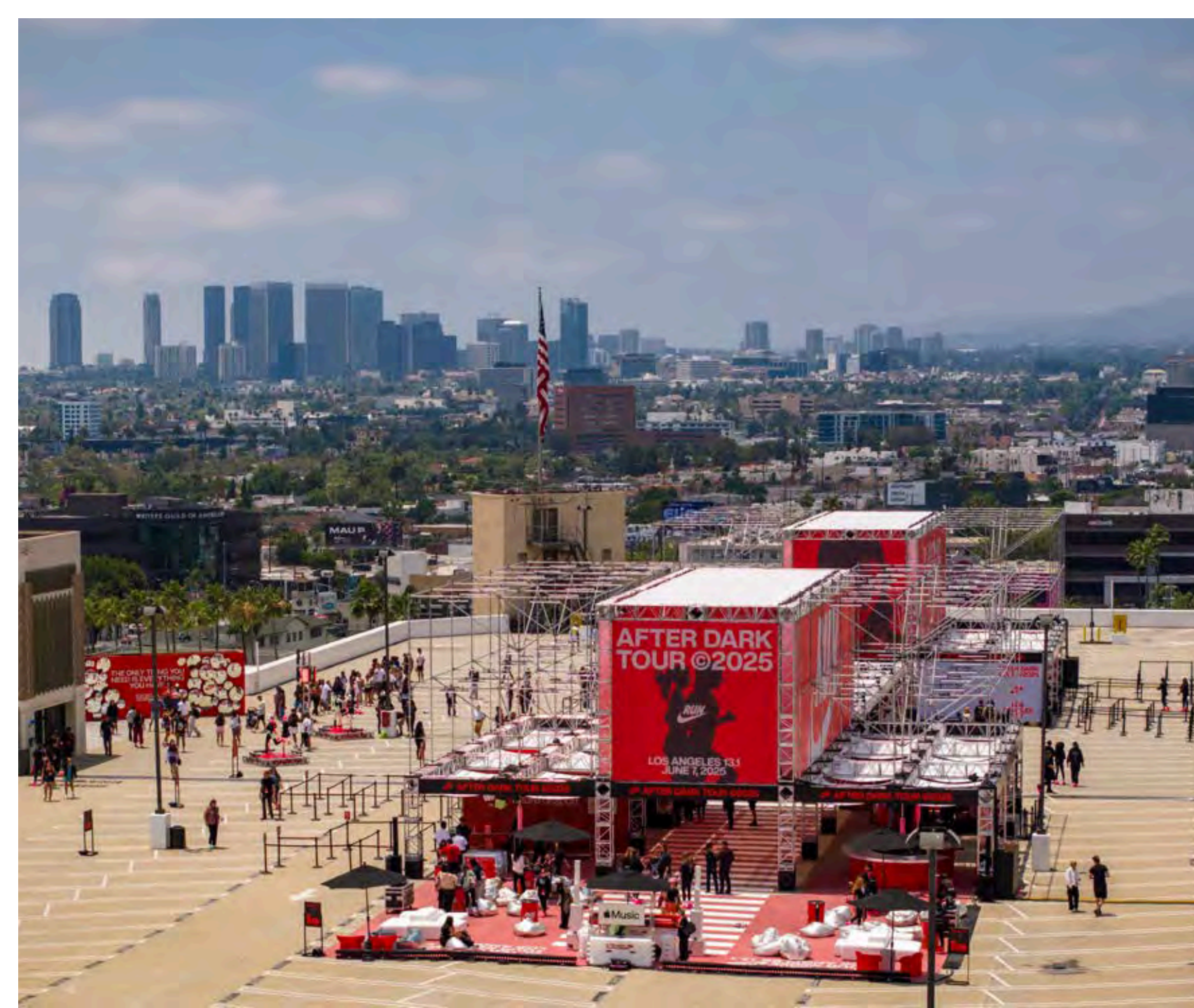
# When you partner with Caruso, the possibilities are *endless*.

100% POP-UP OCCUPANCY | 3000+ ACTIVATIONS HOSTED | 6+ ANNUAL PARTNERS



Our properties are designed to unlock what other venues simply can't accommodate in terms of scale, reach, and *creative freedom*.





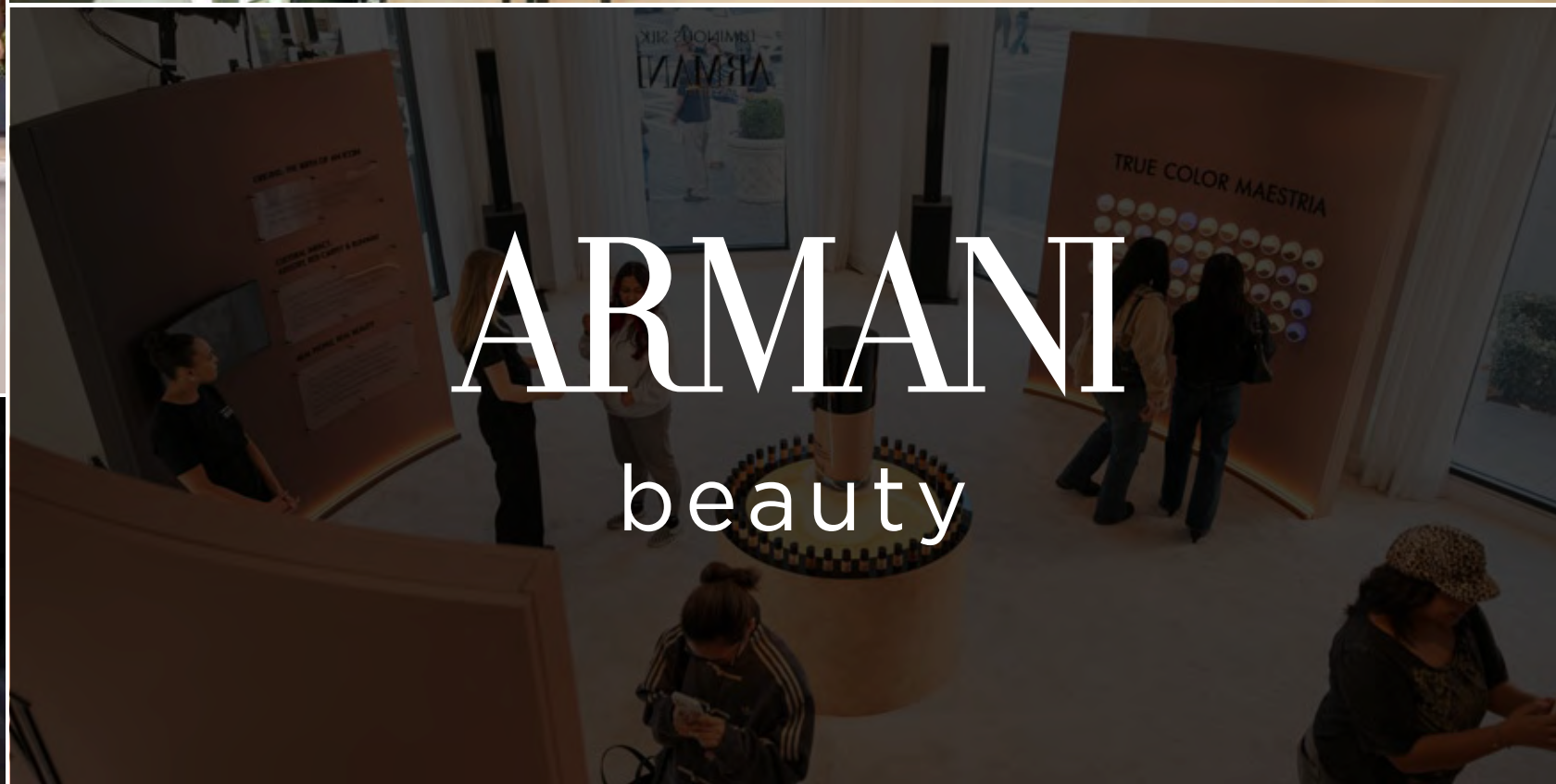
Our portfolio features 350+ digital screens and unique, brandable assets generating 7M+ impressions *per month*.





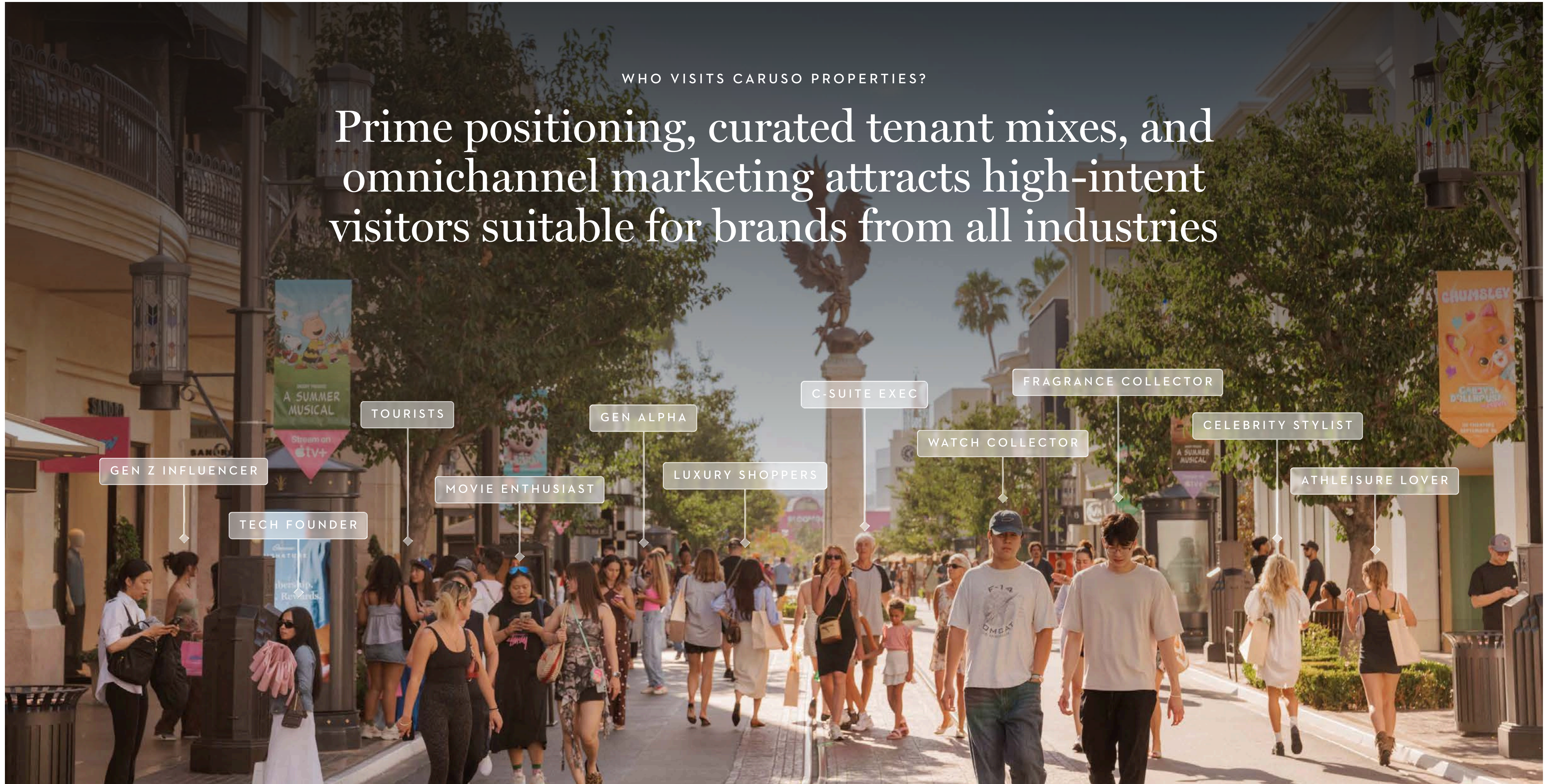
Dedicated pop-up spaces at two of the highest performing retail centers *in the country*.

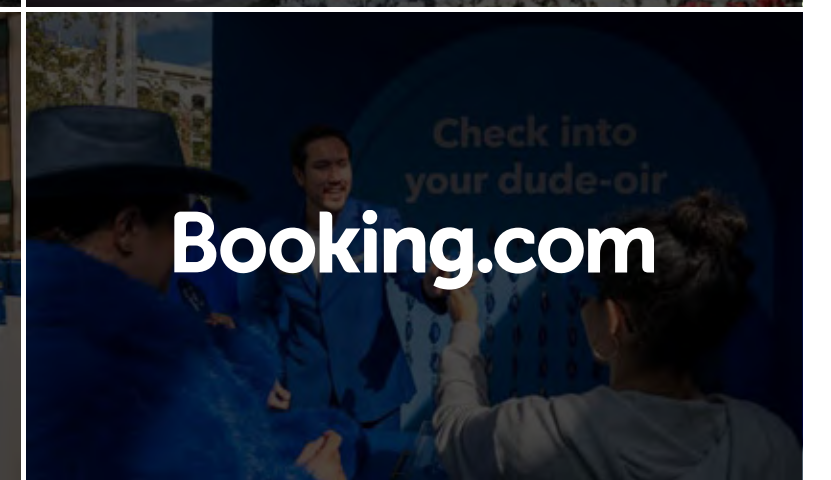
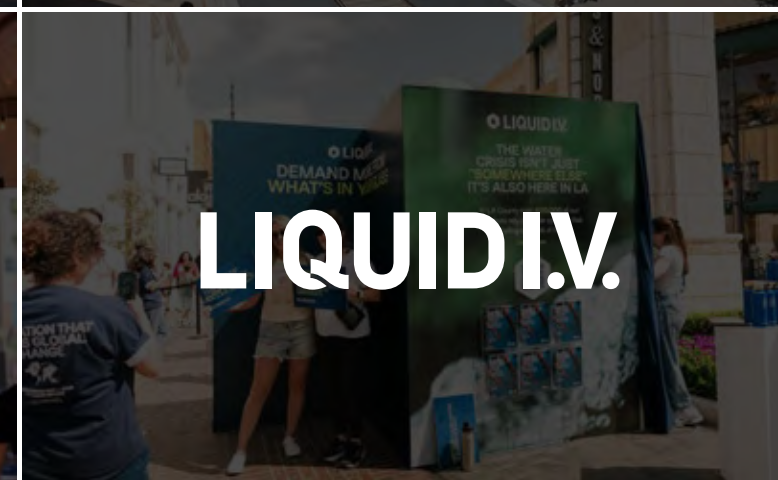
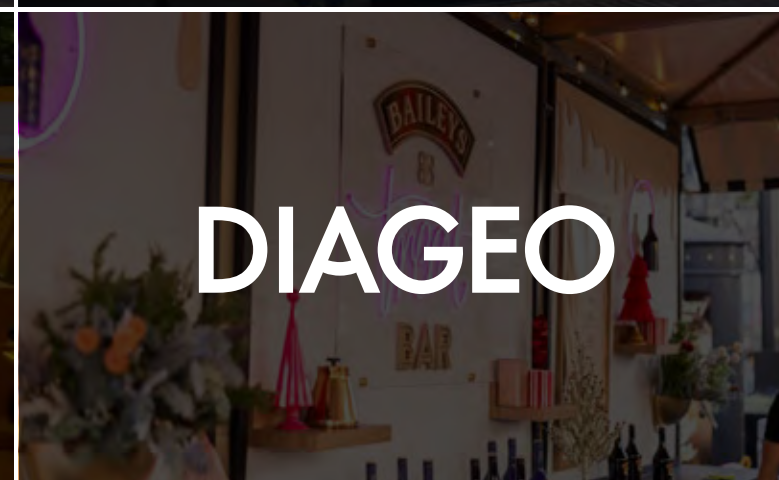
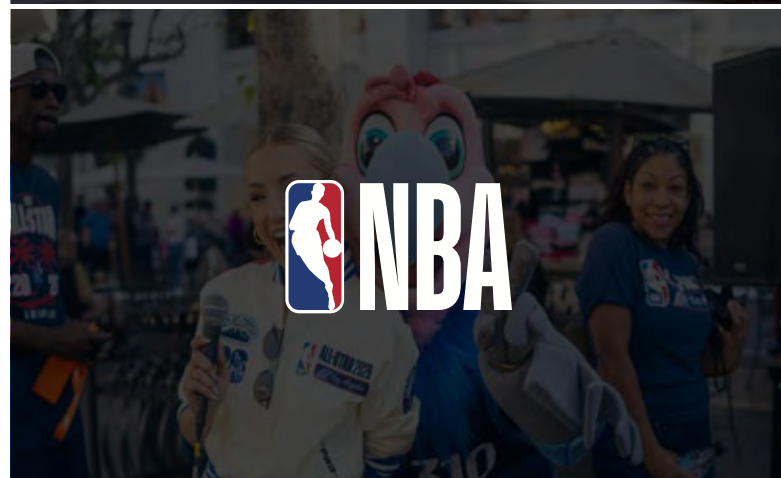
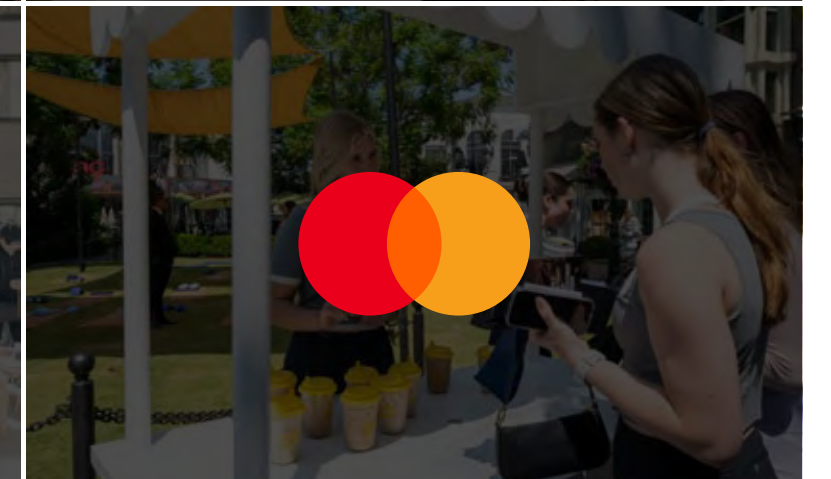
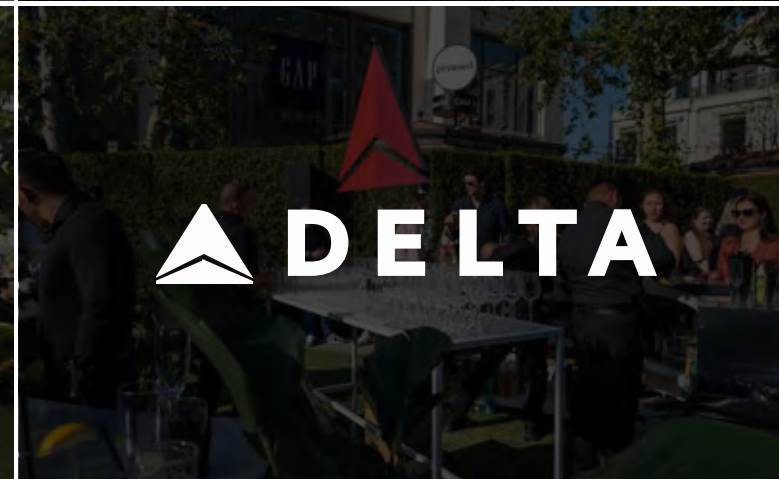
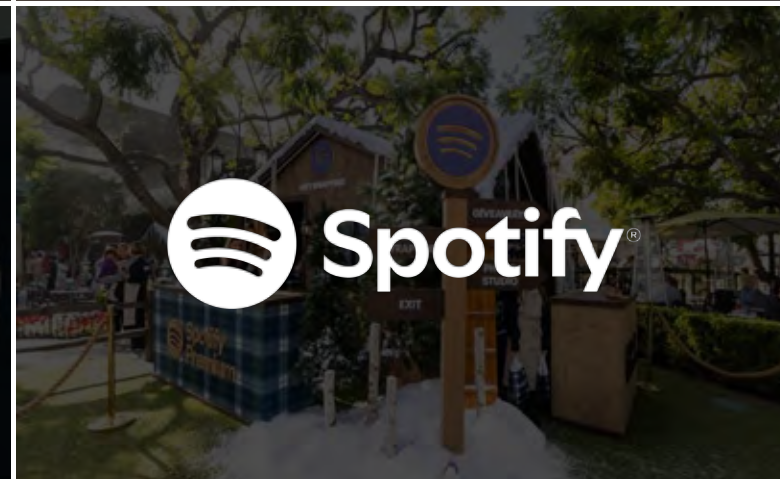
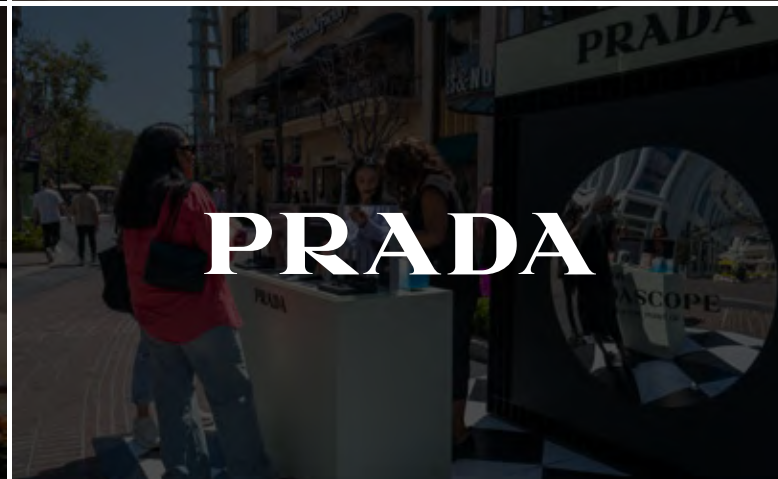




WHO VISITS CARUSO PROPERTIES?

Prime positioning, curated tenant mixes, and omnichannel marketing attracts high-intent visitors suitable for brands from all industries







# Win California, With Caruso. We look forward to connecting.

350+ ACTIVATABLE ASSETS | 50M+ ANNUAL VISITORS | 1k+ PARTNERSHIPS EXECUTED

## ASSETS

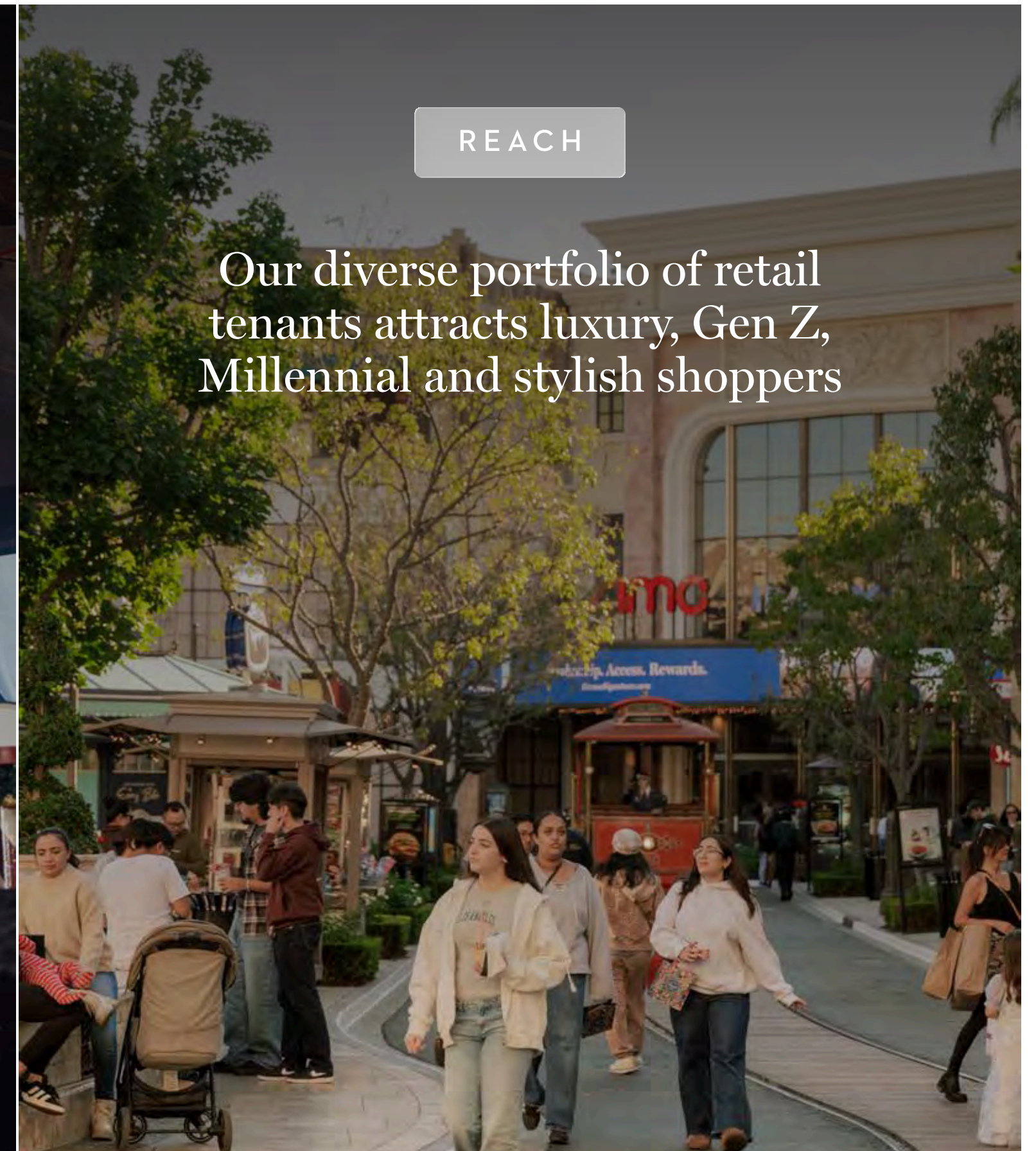
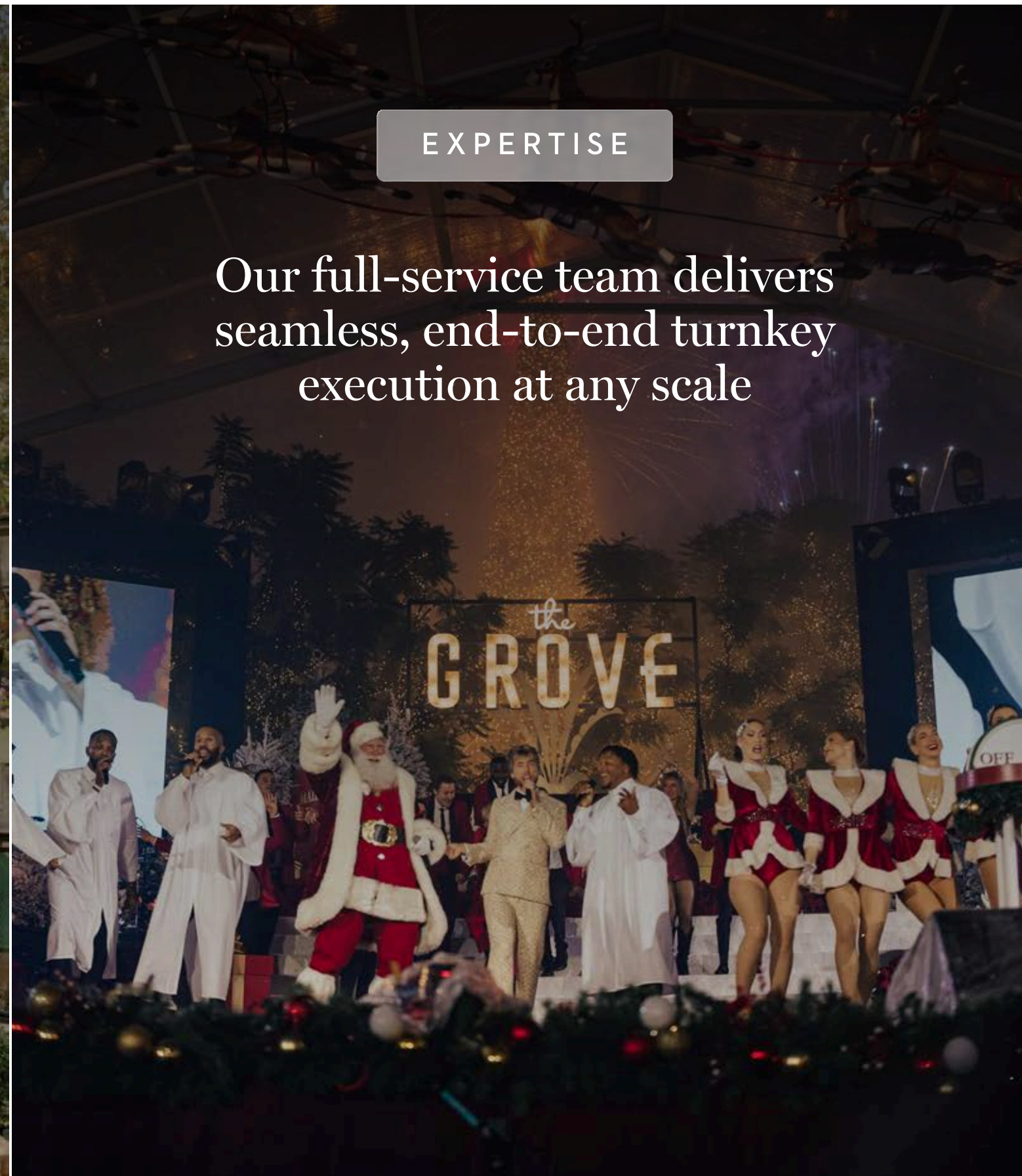
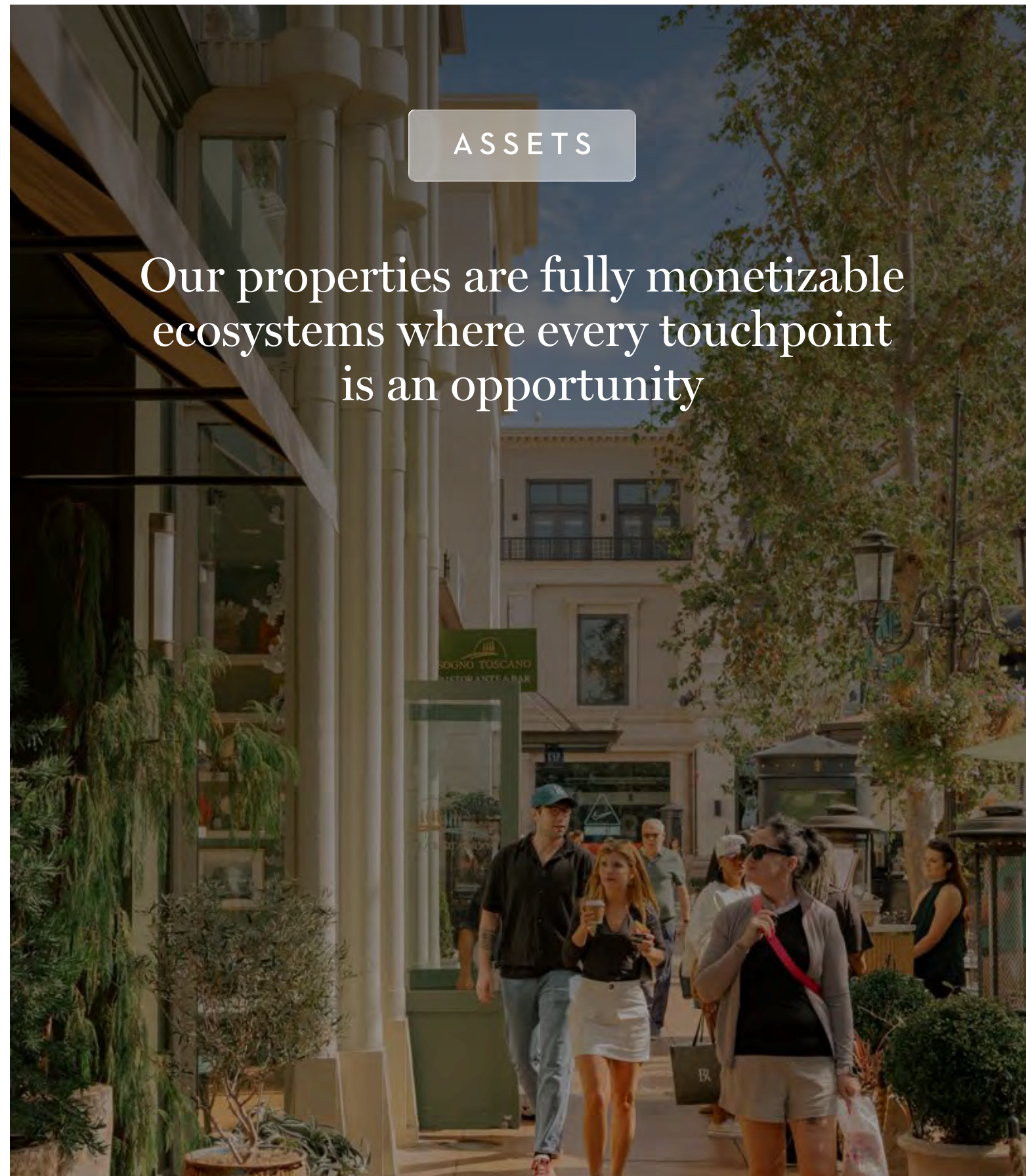
Our properties are fully monetizable ecosystems where every touchpoint is an opportunity

## EXPERTISE

Our full-service team delivers seamless, end-to-end turnkey execution at any scale

## REACH

Our diverse portfolio of retail tenants attracts luxury, Gen Z, Millennial and stylish shoppers



*Caruso*



Thank You  
bp@caruso.com

Watch our sizzle reel by clicking [here](#)

SEE APPENDIX FOR MORE INFORMATION



## Property Overview

The Grove offers world-class retail, restaurants, entertainment together in one beautiful destination. An L.A. favorite, it's a gathering place where friends and family come together to shop, dine and unwind, while enjoying a taste of the good life.

2nd IN SALES PSF NATIONWIDE

1M+ RESIDENTS IN ONE MILE

\$125k MEDIAN HHI OF GUESTS

90% OF GUESTS PURCHASE

92+ ZIP CODES PULLED

2x AVG. DWELL TIME

250k+ DIGITAL FOLLOWERS



THEGROVELA.COM



THEGROVELA

GUCCI

NIKE FLAGSHIP

SEPHORA

ALO

LULULEMON

ARITZIA

DAVID YURMAN

NORDSTROM

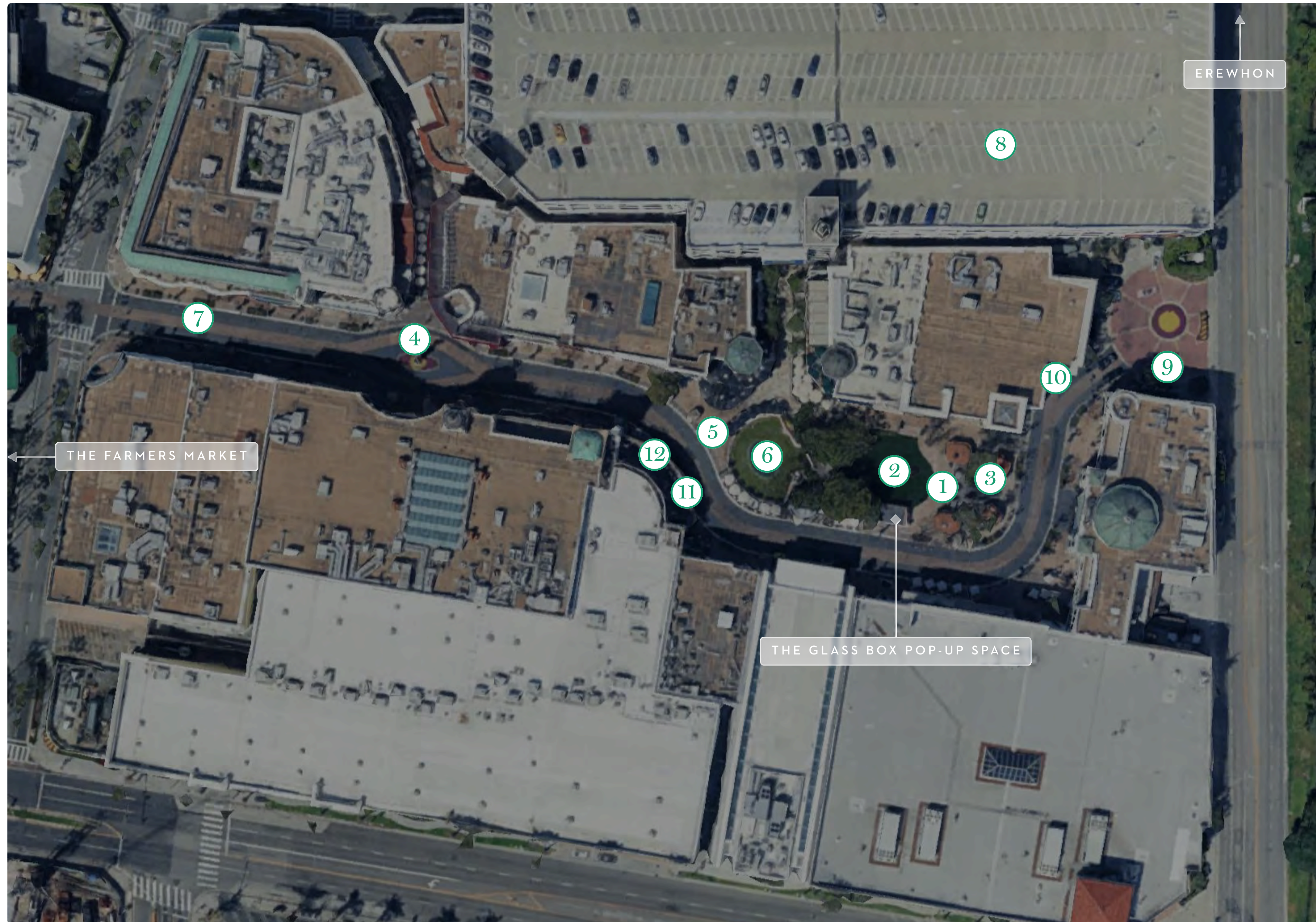
LA LA LAND KIND CAFE





## Activation Locations

- 1 The Park & The Courtyard  
~3,600 SF
- 2 The Park  
~3,000 SF
- 3 The Courtyard  
~600 SF
- 4 The Statue  
~350 SF
- 5 In Front of The Fountain  
~150 SF
- 6 Inside The Fountain  
~500 SF
- 7 First Street  
~400 SF
- 8 Level 8  
~150,000 SF
- 9 Circle Valet  
~1,500 SF
- 10 Trolley Takeover  
N/A
- 11 Under The Marquee  
~1,200 SF
- 12 Above The Marquee  
N/A





# Photos & Inspiration

- 1 The Park & The Courtyard  
~3,600 SF
- 2 The Park  
~3,000 SF
- 3 The Courtyard  
~600 SF
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- 12 Above The Marquee  
N/A

LANEIGE MAJE SOGNO TOSCANO EDIKTED BANANA REPUBLIC RALPH LAUREN BARNES & NOBLE EDIKTED COACH NEW BALANCE



ROLEX

CARTIER

TIFFANY & CO.

GUCCI

BOTTEGA VENETA

LOUIS VUITTON

OMEGA

CHANEL BEAUTY

BREITLING

BYREDO



## Property Overview

The Americana at Brand is one of the 15 most-productive and highest-grossing centers in the world, bringing together living, shopping and entertainment to create a luxury and upscale urban environment with classic American charm.

T-15 IN SALES PSF NATIONWIDE

2M+ RESIDENTS IN TEN MILES

\$125k MEDIAN HHI OF GUESTS

30% VISIT TWICE PER WEEK

118+ ZIP CODES PULLED

2x AVG. DWELL TIME

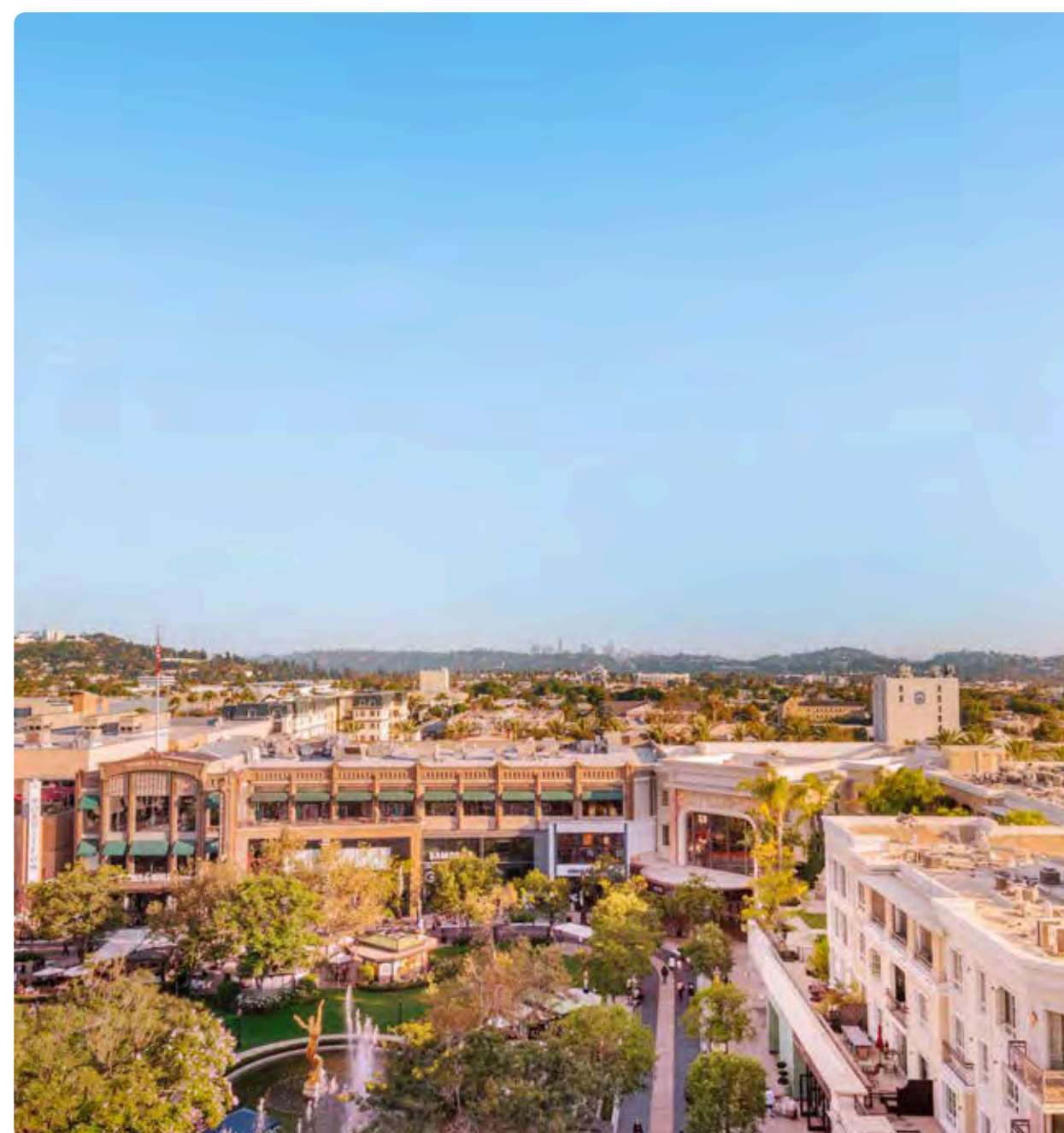
100k+ DIGITAL FOLLOWERS



AMERICANATBRAND.COM



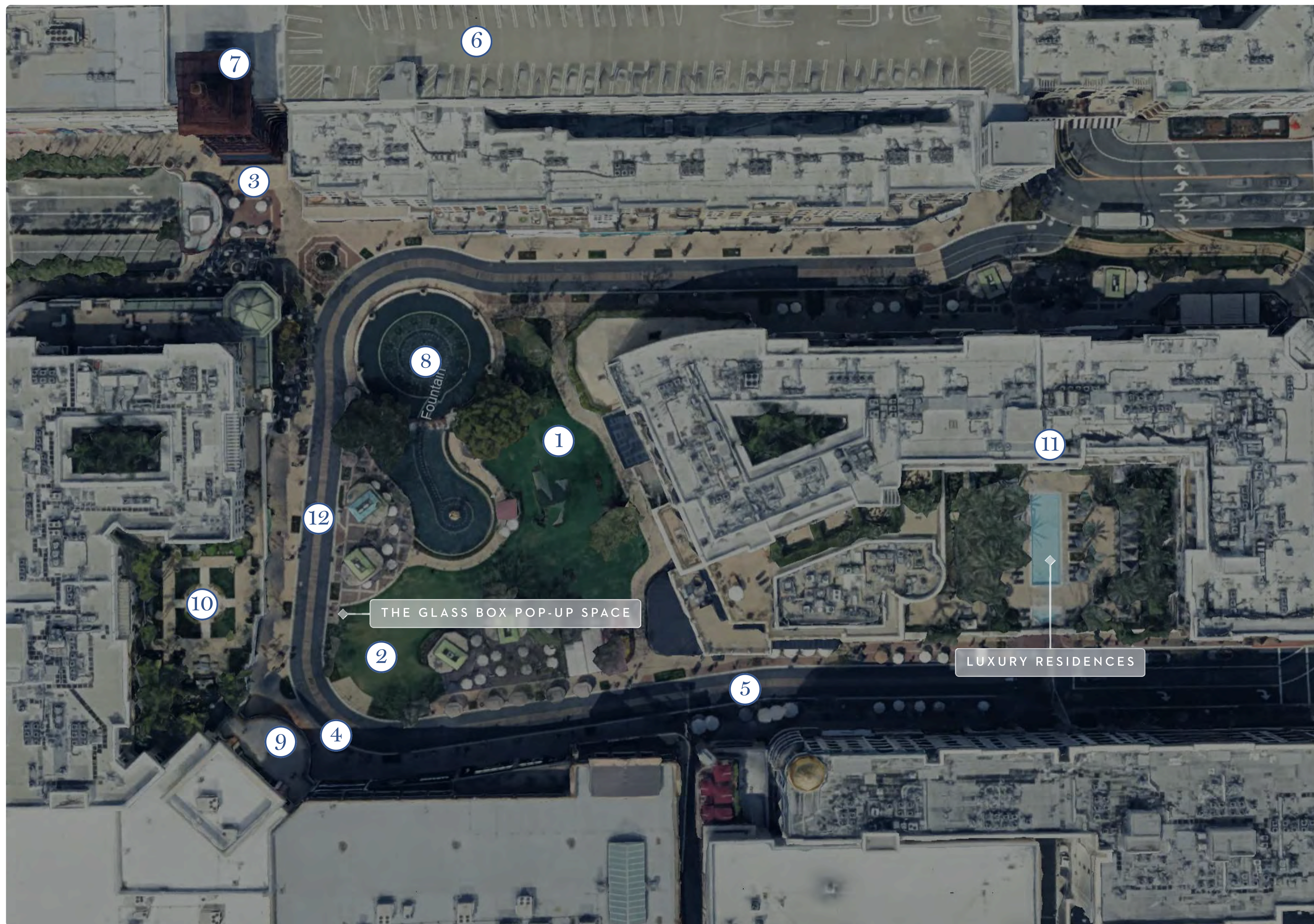
AMERICANABRAND





## Activation Locations

- 1 North of The Green  
~60' x 60'
- 2 South of The Green  
~20' x 20'
- 3 The Elevator Tower  
~25' x 12'
- 4 AMC Entrance  
~40' x 10'
- 5 Caruso Avenue  
~40' x 10'
- 6 Level 8  
~40' x 10'
- 7 Grand Lobby  
~40' x 10'
- 8 The Cobblestone  
~40' x 10'
- 9 Above The Marquee  
~40' x 10'
- 10 The Gardens  
~40' x 10'
- 11 The Family Room  
~40' x 10'
- 12 Americana Way  
~40' x 10'





## Photos & Inspiration

- 1 North of The Green  
~40' x 40'
- 2 South of The Green  
~40' x 80'
- 3 The Elevator Tower  
~15' x 30'
- 4 AMC Entrance  
~20' x 10'
- 5 Caruso Avenue  
~25' x 60'
- 6 Level 8  
~250' x 420'
- 7 Grand Lobby  
~20' x 20'
- 8 The Cobblestone  
~8' x 15'
- 9 Above The Marquee  
~50' x 15'
- 10 The Gardens  
~45' x 30'
- 11 The Family Room  
~20' x 30'
- 12 Americana Way  
~20' x 100'

SAINT LAURENT

ARITZIA

BACIO DI LATTE

APPLE

H&M

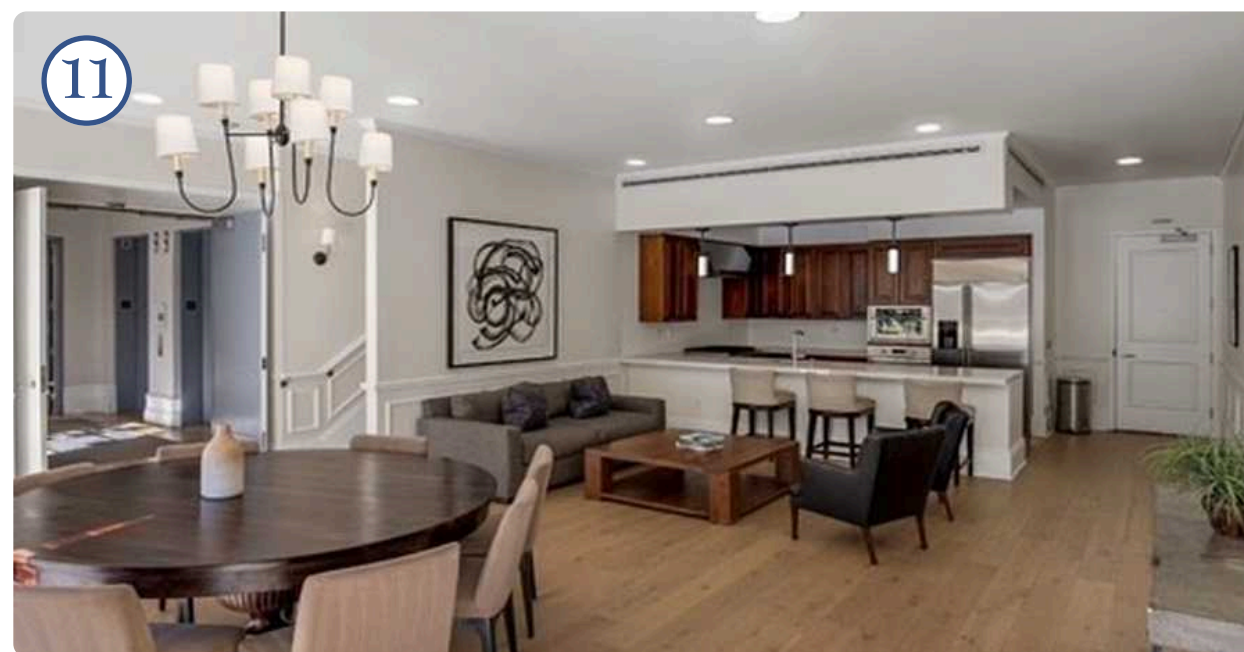
LE PAIN QUOTIDIEN

CONVERSE

BACARI

SKYLINE PITCH

SEPHORA



# Your Brand, In Front of our Most Valuable Guests: Meet Caruso Signature, Our Loyalty Program

70k+ ACTIVE MEMBERS | \$4M+ TOTAL SALES

Caruso Signature VIPs are a more financially sophisticated and affluent client base with higher incomes, more ambitious net worth goals, and greater existing wealth resources compared to the broader population.

Our data suggests these clients have significant discretionary spending capacity and are likely high-value retail consumers with propensity for premium products, luxury services, and investment-oriented purchases rather than basic consumption items.



## WHAT WE OFFER

- VIP Email
- Signature App
- Push Notifications
- On-Property
- Social Media
- Data Insights
- Private Shopping
- Point Redemptions

## SOME IDEAS

- VIP Giveaways
- Exclusive Events
- Limited Drops
- Early Access
- Skip the Line
- VIP Services
- Spend and Get
- Consultations



# Christmas at The Grove: Our Iconic Annual Tree Lighting Celebration

2B+ MEDIA IMPRESSIONS | 25+ YEARS

Often called the west coast's answer to the Rockefeller Center Tree Lighting in New York City, our annual Tree Lighting Celebration is one of Los Angeles's most anticipated holiday moments. [Watch last year's sizzle here.](#)

From Justin Bieber and Nick Carter to Lance Bass, Loud Luxury, and Cirque du Soleil, the stage has consistently drawn major talent and massive crowds. The 25th edition will be the biggest yet, offering unmatched visibility for presenting partners at a true citywide spectacle.



OFFICIAL BROADCAST PARTNER

**FOX 11**  
LOS ANGELES

PREVIOUS PRESENTING PARTNERS

CHASE

RIVIAN

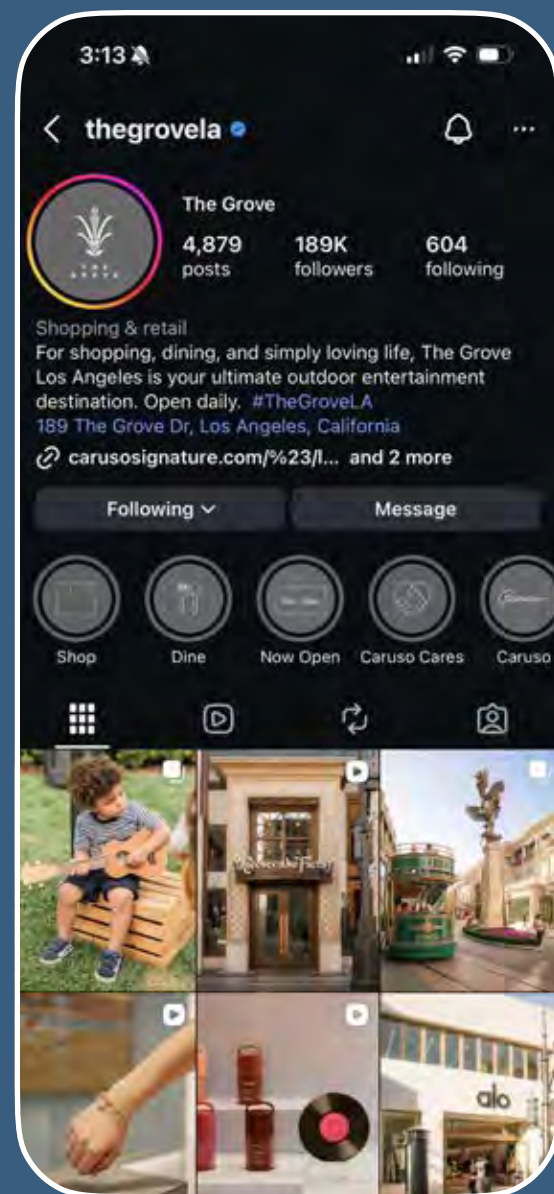
REVOLVE

ACURA

# Leverage Our Extensive Digital Audience to Promote your Activation Before and After

1M+ SOCIAL MEDIA FOLLOWERS | 500k+ EMAIL SUBSCRIBERS

Our partners receive access to our extensive digital audience across all major social media platforms, and our highly-engaged mailing list. Our in-house marketing team will work with you to plan and execute an effective campaign to maximize visibility and foot traffic for your activation.



@THEGROVELA

189k+

@AMERICANABRAND

40k+

@ROSEWOODMIRAMARBEACH

155k+

@PALISADESVILLAGE

34k+



@THEGROVELA

165k+

@AMERICANABRAND

55k+

@ROSEWOODMIRAMARBEACH

55k+

@PALISADESVILLAGECA

10k+



@THEGROVELA

166k+

@AMERICANABRAND

13k+

@ROSEWOODMIRAMARBEACH

190k+



Caruso

*Caruso*  
BRAND PARTNERSHIPS