

*Caruso*

# Caruso Brand Partnerships

CAPABILITIES DECK







## Caruso delivered record-setting performance in 2025

Our commitment to enriching lives once again translated into record sales and occupancy across the portfolio. Fueled by strong leasing demand, operational excellence and irreplaceable assets, Caruso’s portfolio of best-in-class destinations outperformed competitors in foot traffic and visits, demonstrating sustained momentum well ahead of broader market trends.

Unlike most developers, Caruso operates with a long-term, dynastic ownership model. Our vertically integrated platform enables agility, collaboration and innovation across every facet of the business, allowing us to deliver highly curated destinations and experiences across retail, residential, resort, restaurant and private club environments.

99.5%

OCCUPANCY ACROSS PORTFOLIO

2x

MORE FOOT TRAFFIC THAN COMPETITORS

+19%

INCREASE IN BRAND ACTIVATIONS

LOS ANGELES BUSINESS JOURNAL

## Caruso Tackles Rebuilding Los Angeles

Rick Caruso discusses his strategies for rebuilding parts of Pacific Palisades, where he holds considerable real estate investments.

[READ ARTICLE](#)

Los Angeles  
MAGAZINE

## Caruso CEO Corinne Verdery Named in L.A. Woman List

These 28 female leaders are making an indelible mark on the city in entertainment, hospitality, politics, philanthropy and more.

[READ ARTICLE](#)



# One Platform for Partnerships Across Caruso's \$1B+ Real Estate Portfolio

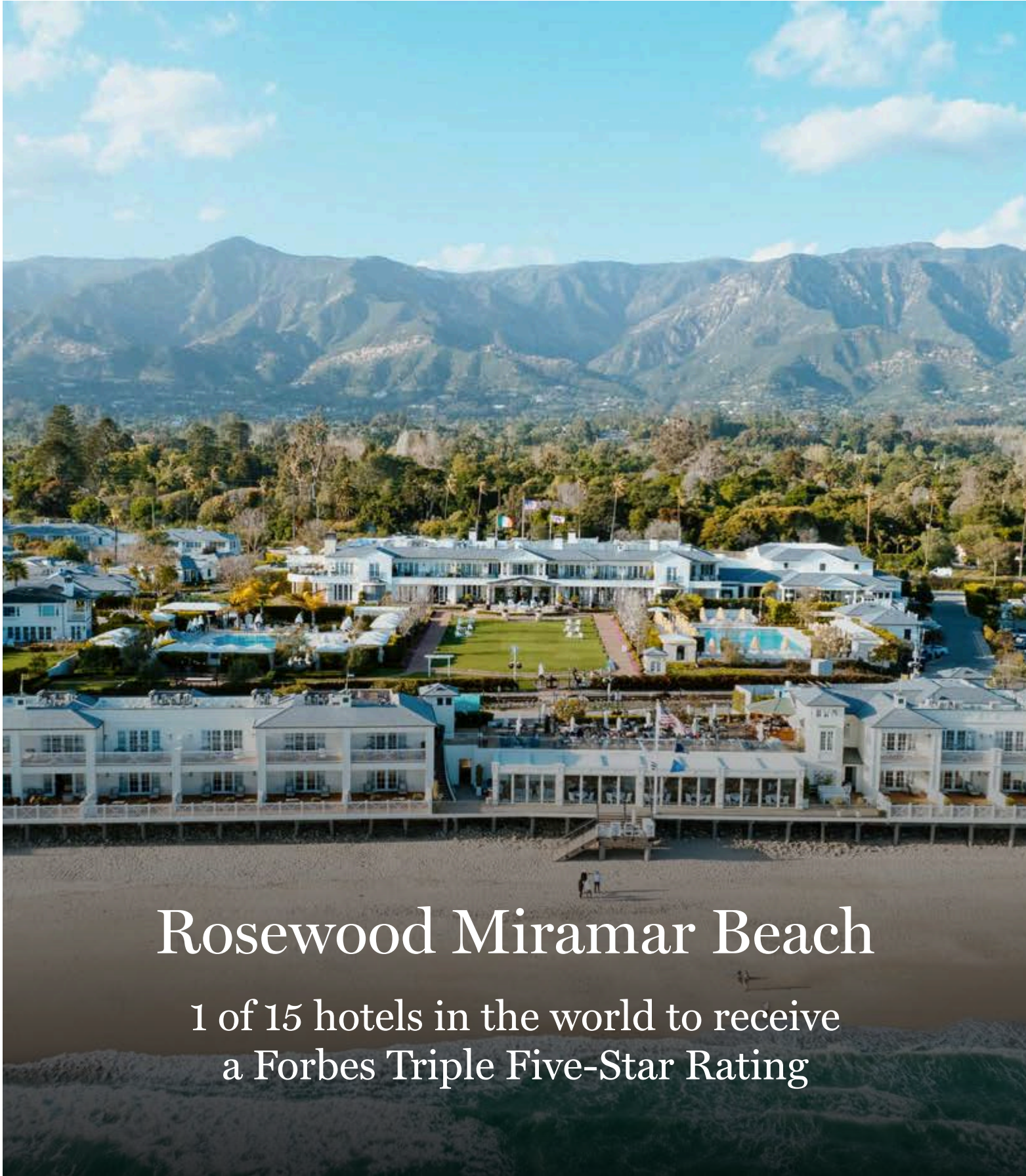
350+ RETAIL TENANTS | 50M+ ANNUAL VISITORS | 3 TOP RANKED PROPERTIES



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





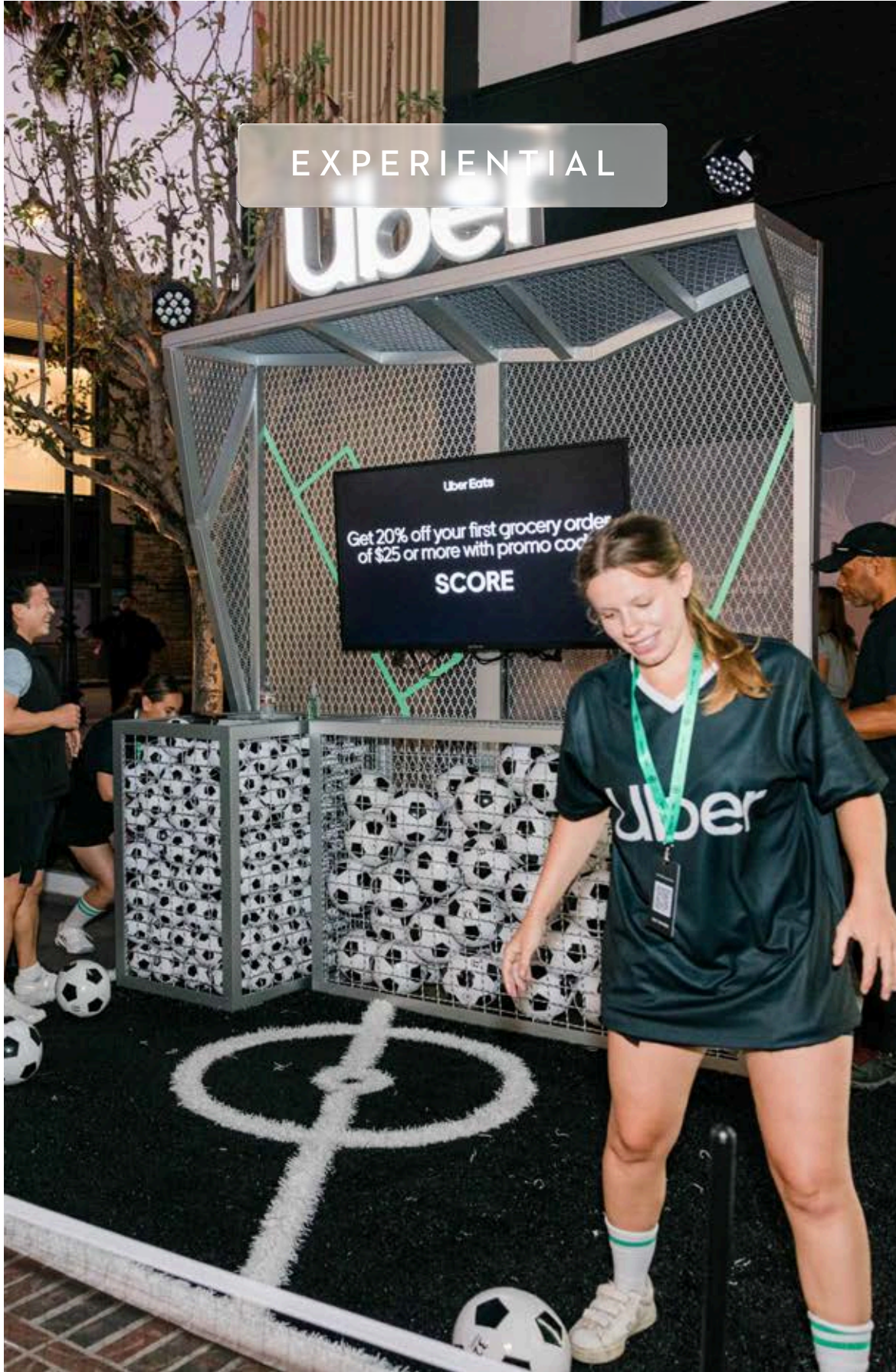






# Endless Possibilities When You Partner with Caruso

350+ BRANDABLE ASSETS | 300+ ACTIVATIONS HOSTED ANNUALLY | 6+ ANNUAL PARTNERS





Our properties are uniquely positioned to deliver unmatched 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*.





CASE STUDY



**2025**

“Earlier this month, our NIKE L.A. door at **The Grove** was home base for a highly successful global After Dark run series...”

...the day before the race, we captured our best sales day at The Grove in 3 years.”

-Elliott Hill, Nike

[Watch the recap here](#)

**2026**

Nike Soccer took over The Grove for a month of programming and events in June and July of 2026 with an iconic arena style buildout.

The Grove was the #1 most visited retail center in the state of California throughout Summer 2026.\*

[Watch the recap here](#)





CASE STUDY



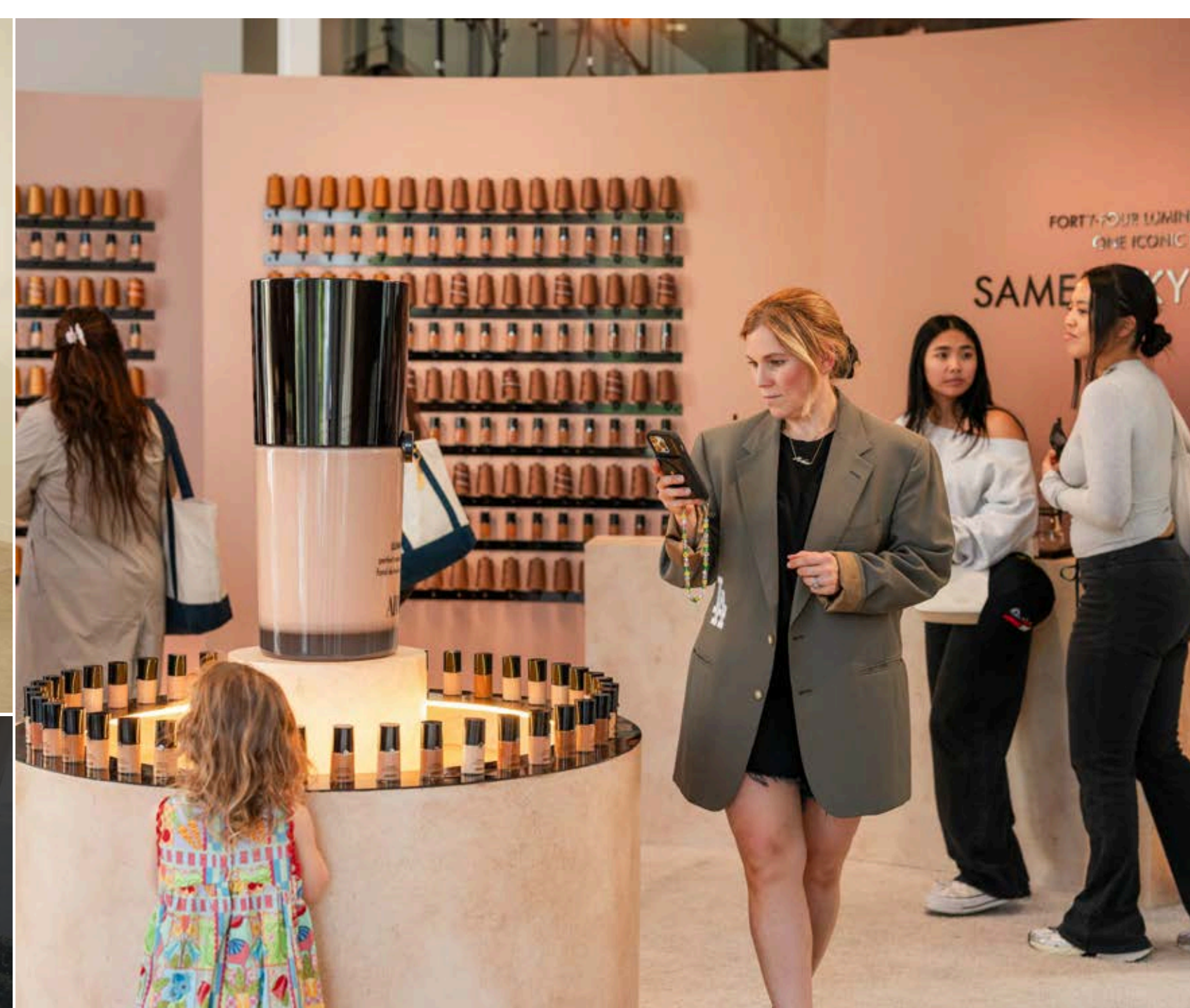


CASE STUDY

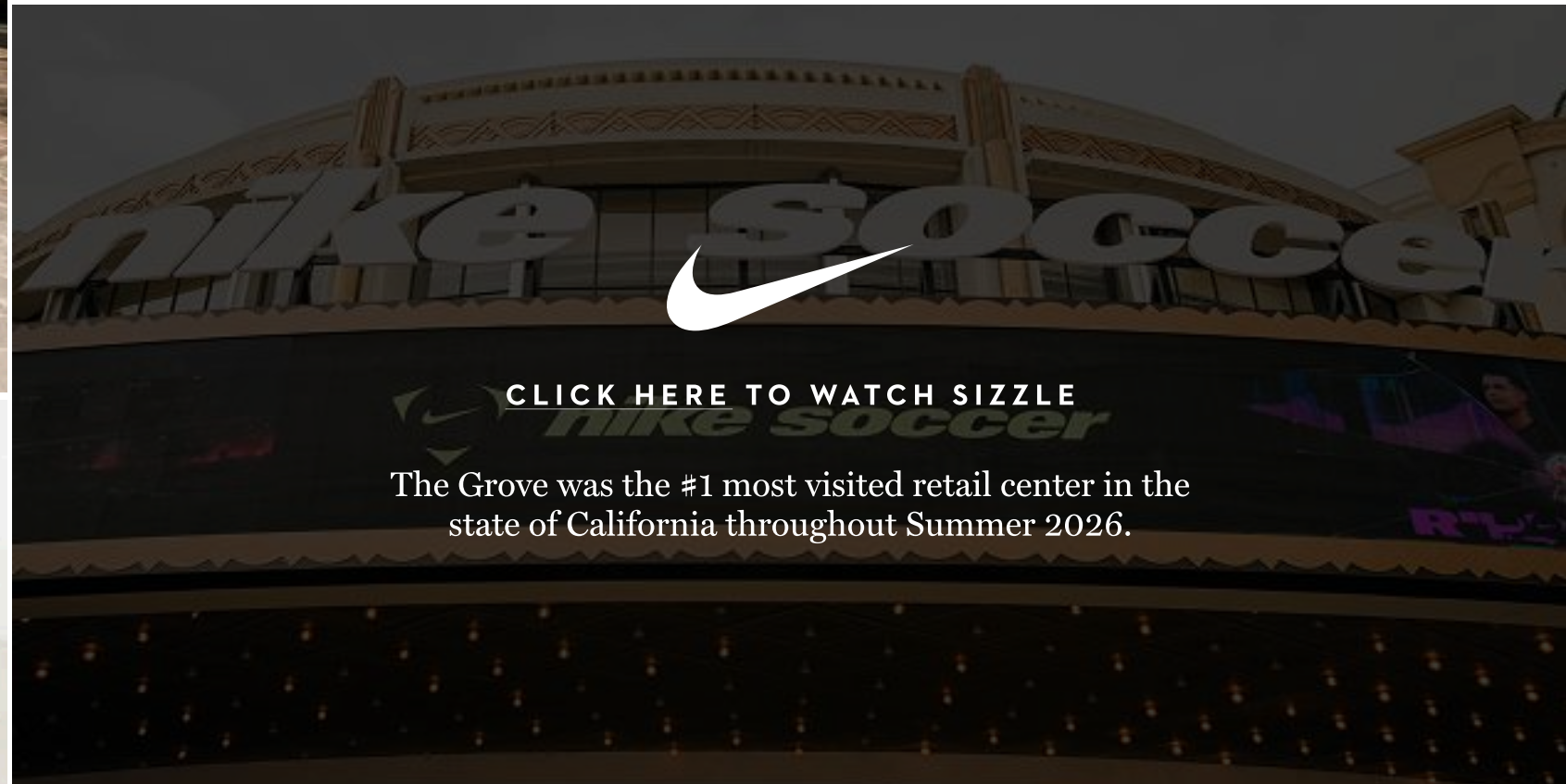




CASE STUDY

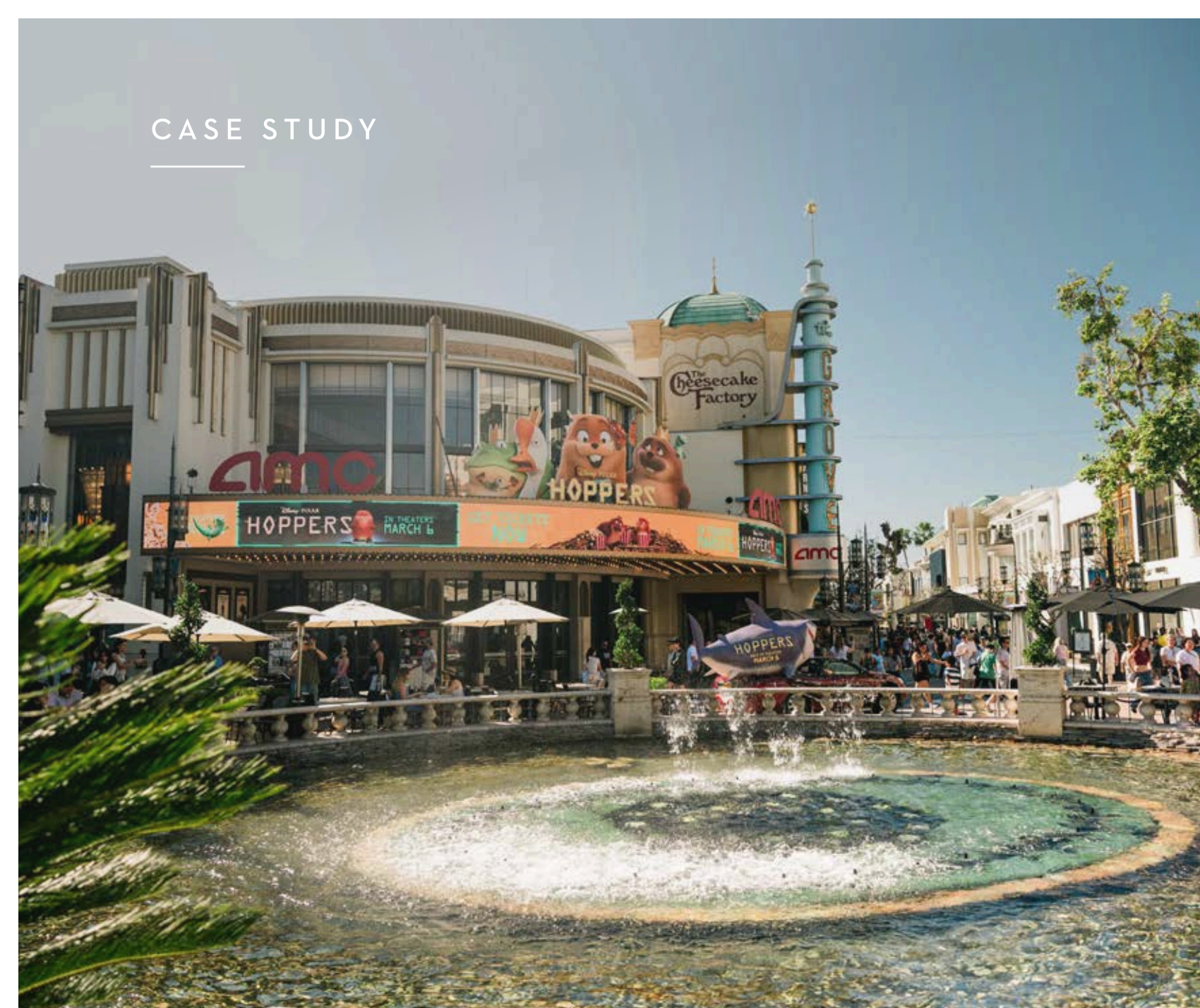




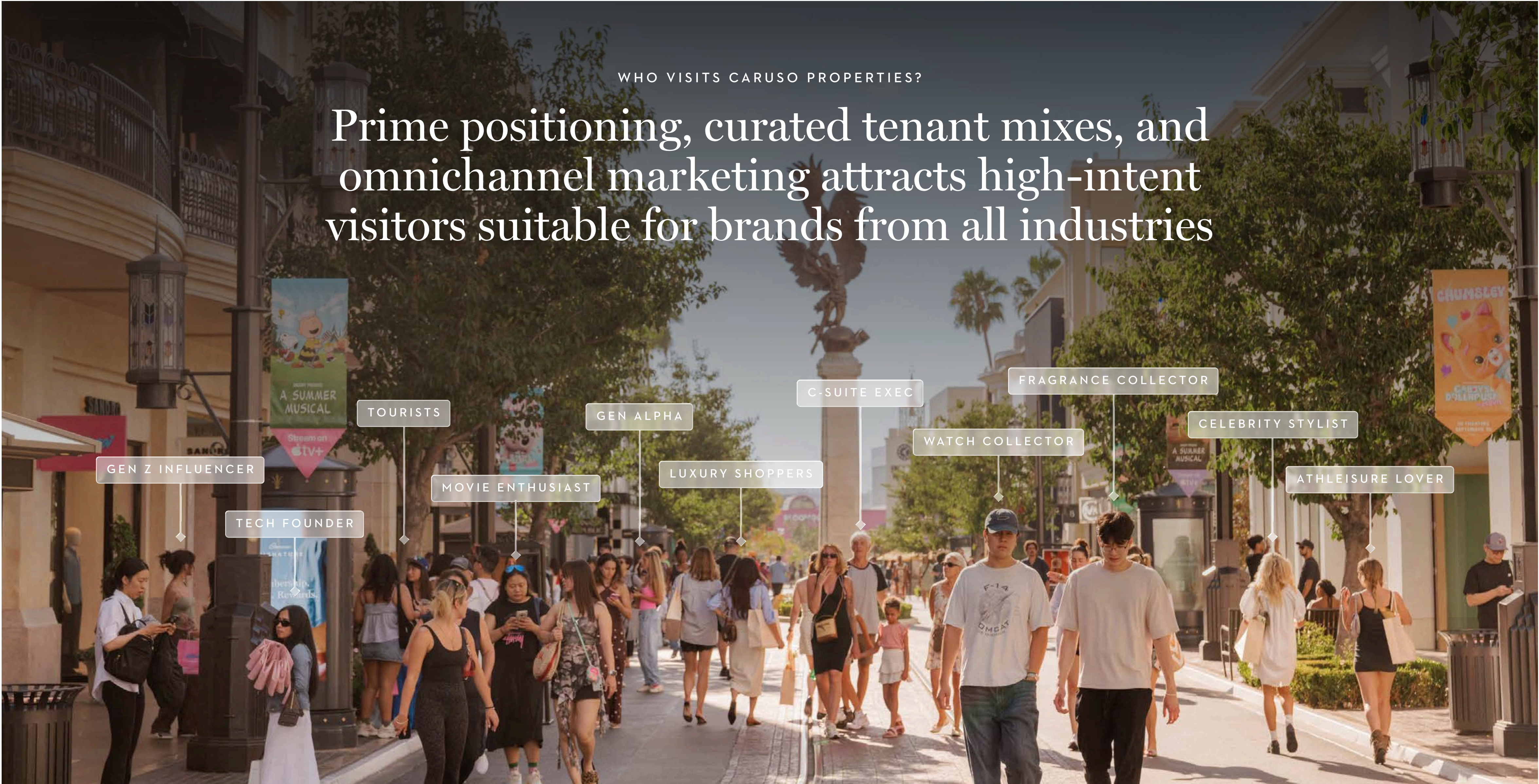




CASE STUDY



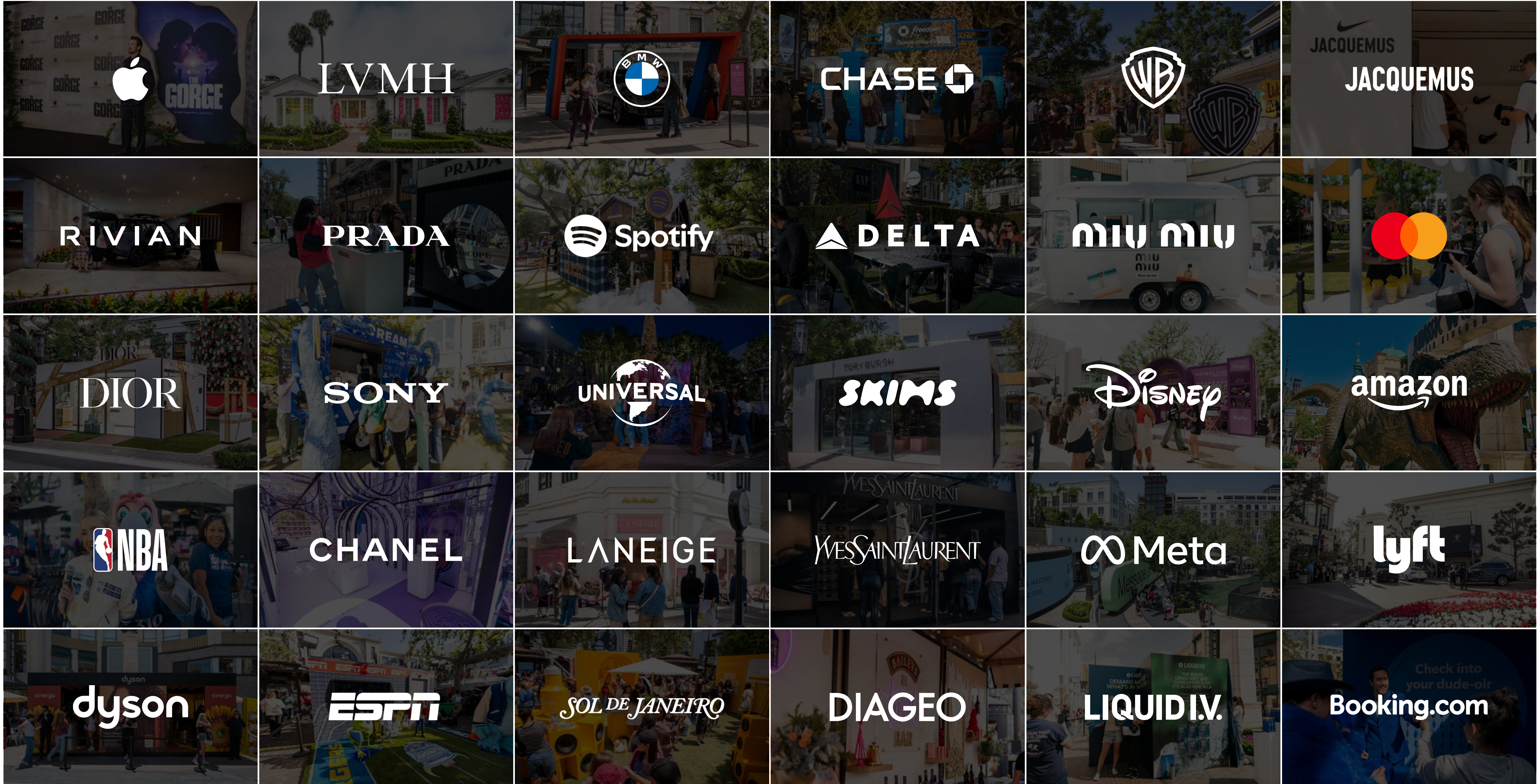




WHO VISITS CARUSO PROPERTIES?

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









# Win California, With Caruso.

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



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



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



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

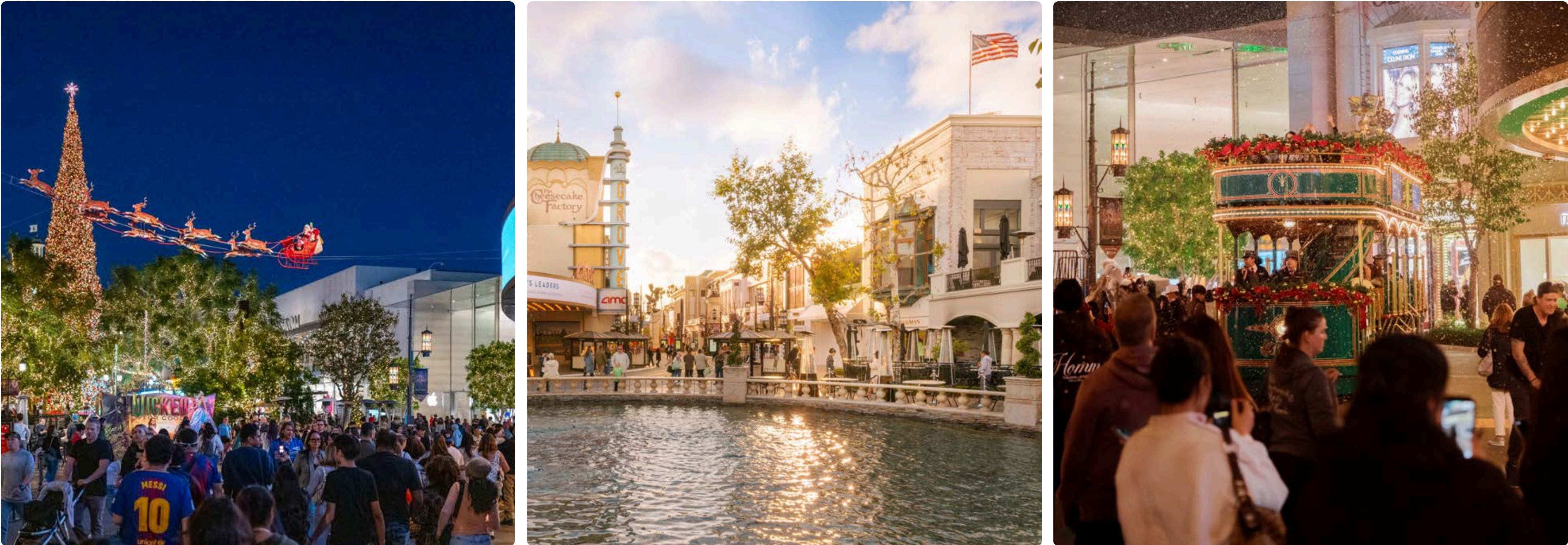
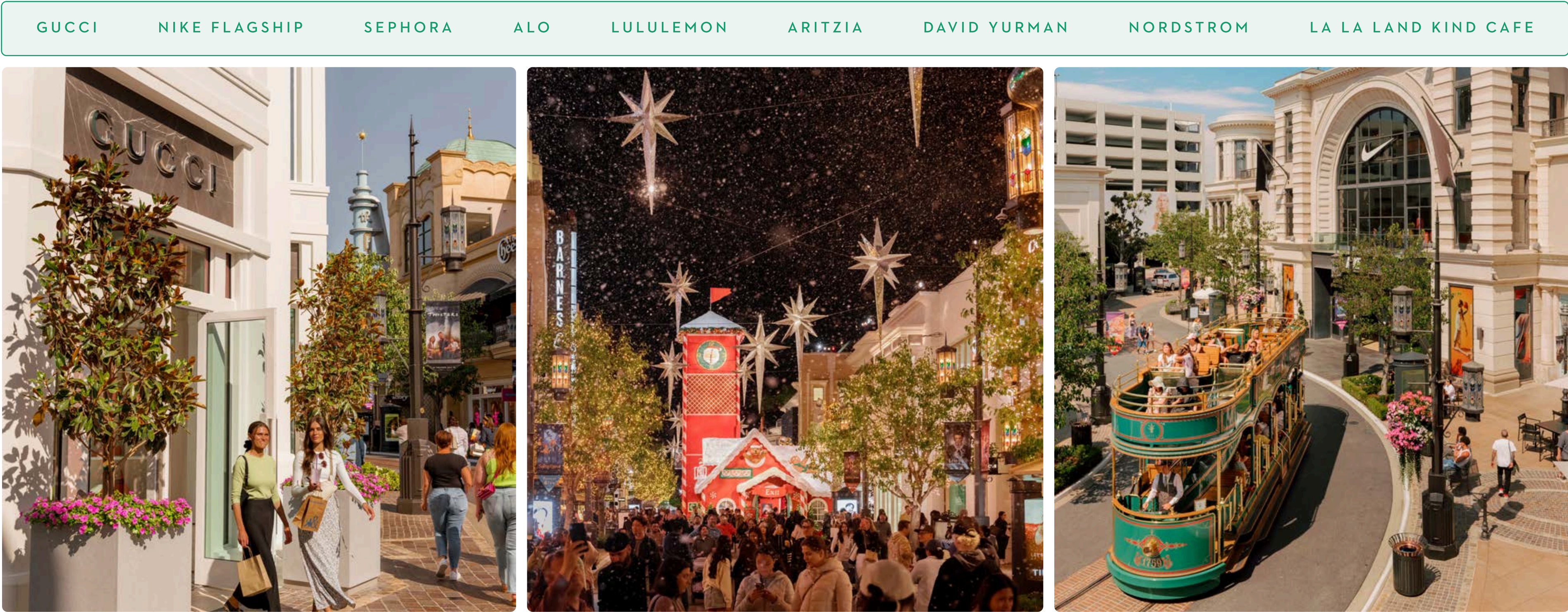
250k+ DIGITAL FOLLOWERS



THEGROVELA.COM



THEGROVELA







## 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

BRANDY MELVILLE FLAGSHIP

DAVID YURMAN

TODD SNYDER

GAP

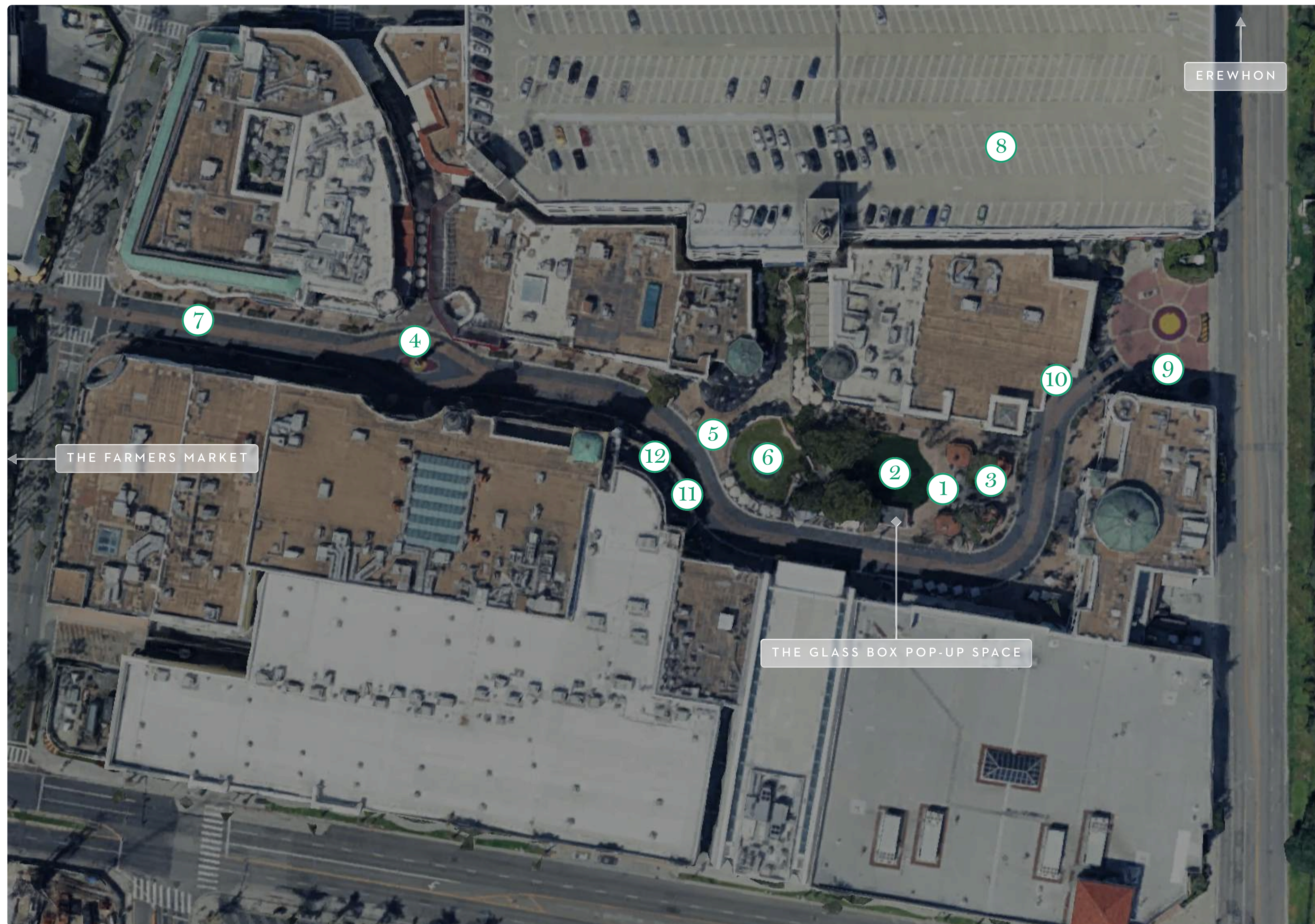
LE LABO

PAIGE

BYREDO

DIPTYQUE

CHARLOTTE TILBURY







## Photos & Inspiration

- 1 The Park & The Courtyard  
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- 2 The Park  
~3,000 SF
- 3 The Courtyard  
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LANEIGE

MAJE

SOGNO TOSCANO

EDIKTED

BANANA REPUBLIC

RALPH LAUREN

BARNES &amp; NOBLE

EDIKTED

COACH

NEW BALANCE







# 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

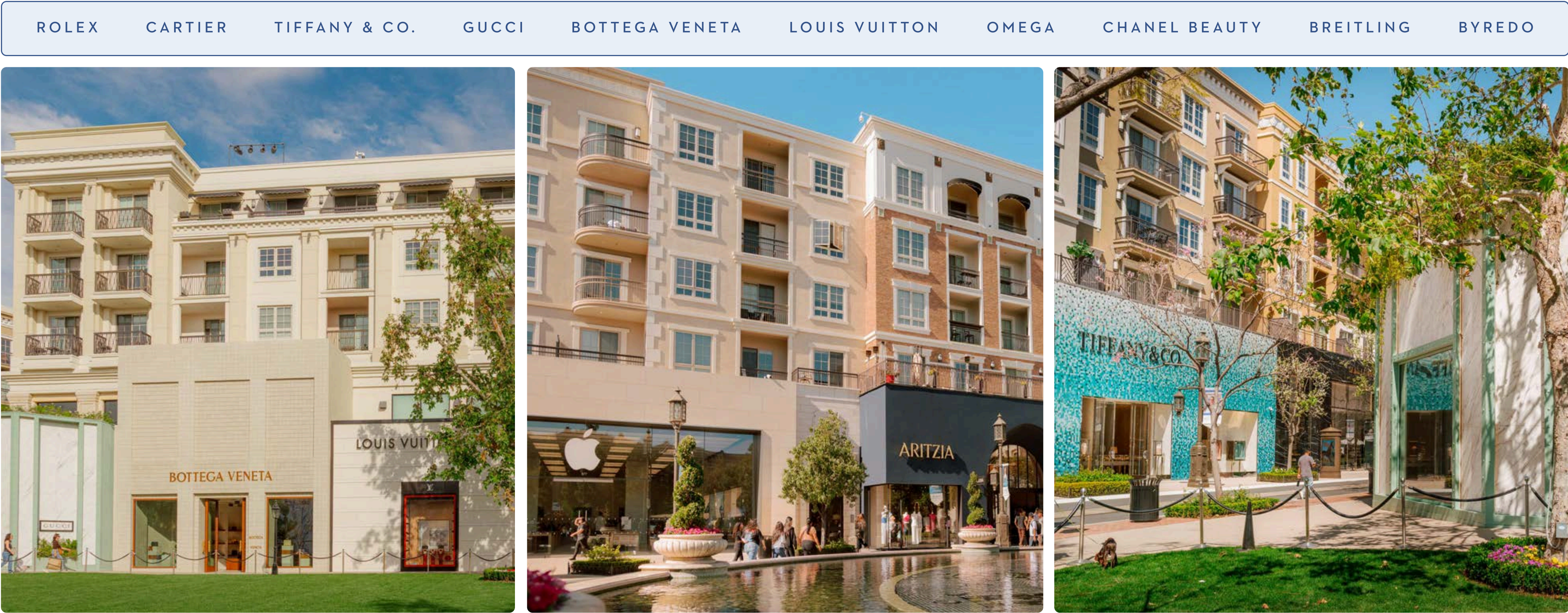
100k+ DIGITAL FOLLOWERS



AMERICANATBRAND.COM



AMERICANABRAND







## Activation Locations

- 1 The Green (North)  
~3,000 SF
- 2 The Green (South)  
~3,000 SF
- 3 The Elevator Tower  
~500 SF
- 4 Under The Marquee  
~2,000 SF
- 5 Caruso Avenue  
~2,000 SF
- 6 Level 8  
~150,000 SF
- 7 Grand Lobby  
~1,500 SF
- 8 The Cobblestone  
~200 SF
- 9 Above The Marquee  
N/A
- 10 The Gardens (Private)  
~3,000 SF
- 11 The Family Room (Private)  
~500 SF
- 12 Americana Way  
~2,000 SF

SKIMS

LA LA LAND KIND CAFE

BRANDY MELVILLE

EDIKTED

WARBY PARKER

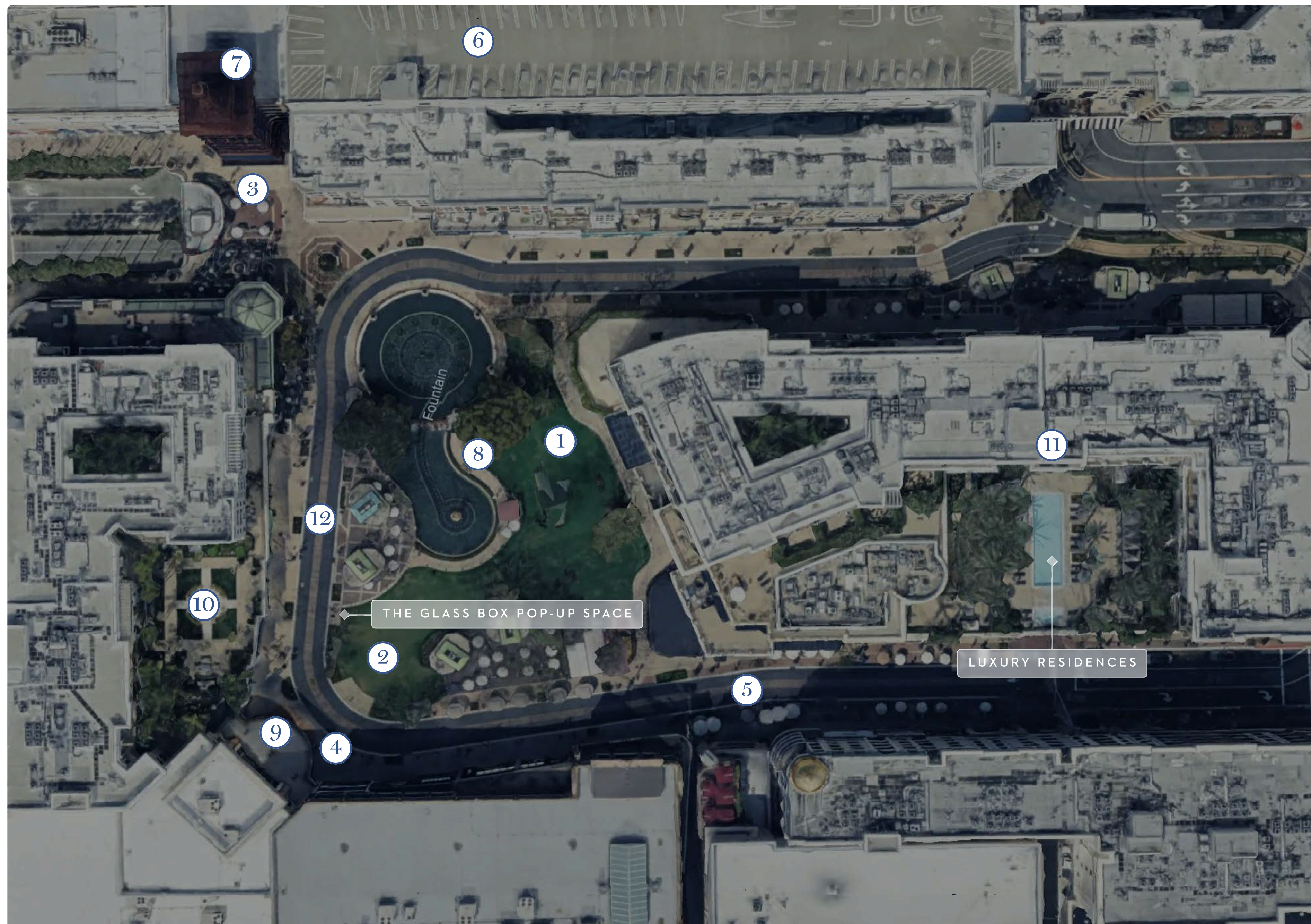
TESLA

CHAGEE

SALT & STRAW

NIKE

ALO







## Activation Locations

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~3,000 SF
- 11 The Family Room (Private)  
~500 SF
- 12 Americana Way  
~2,000 SF

SAINT LAURENT

ARITZIA

BACIO DI LATTE

APPLE

H&M

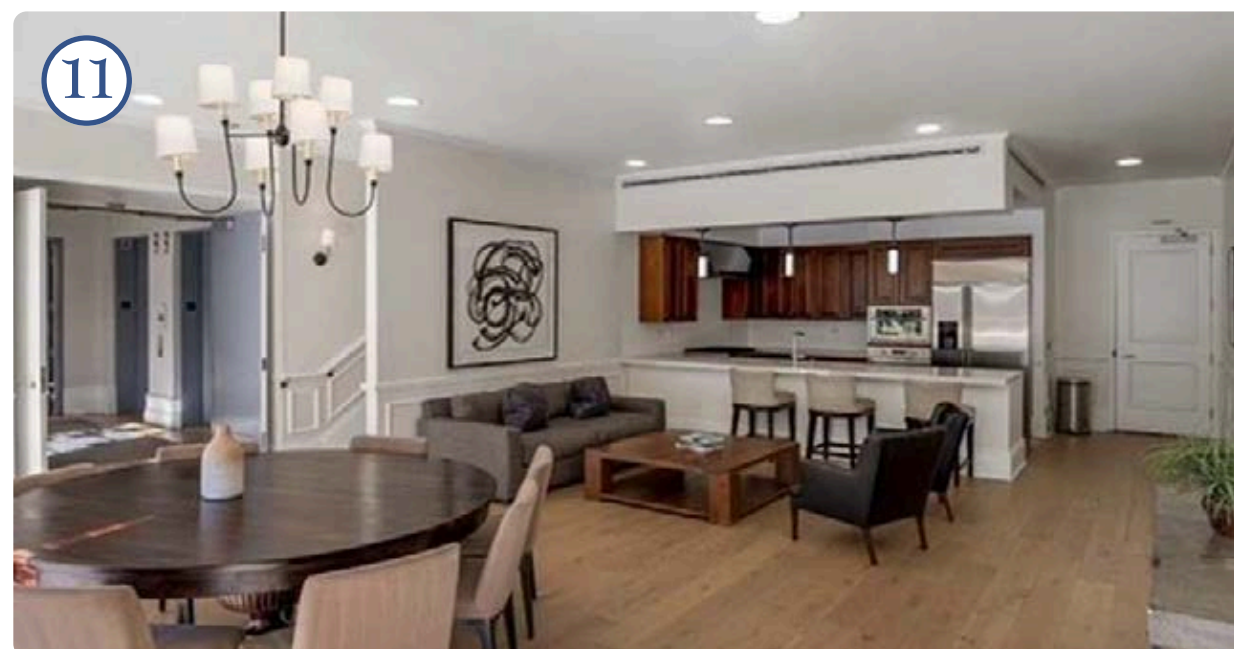
LE PAIN QUOTIDIEN

CONVERSE

BACARI

SKYLINE PITCH

SEPHORA





# Your Brand, In Front of 80,000+ Loyal Guests: Meet Caruso Signature, Our Loyalty Program

\$363k+ MEDIAN HHI | \$2.8M AVG NET WORTH

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



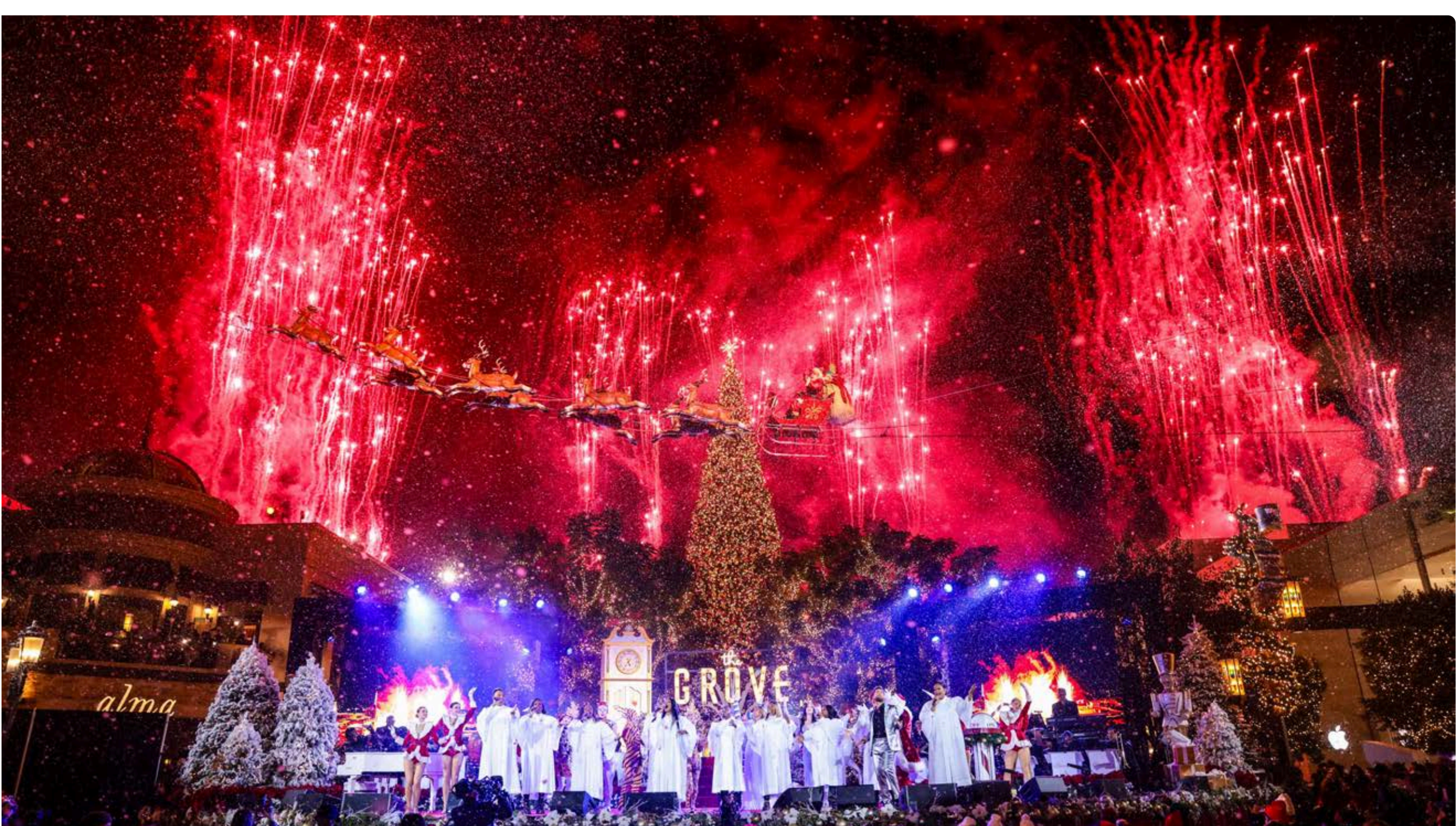


# Christmas at The Grove: Our Iconic Annual Tree Lighting Celebration

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

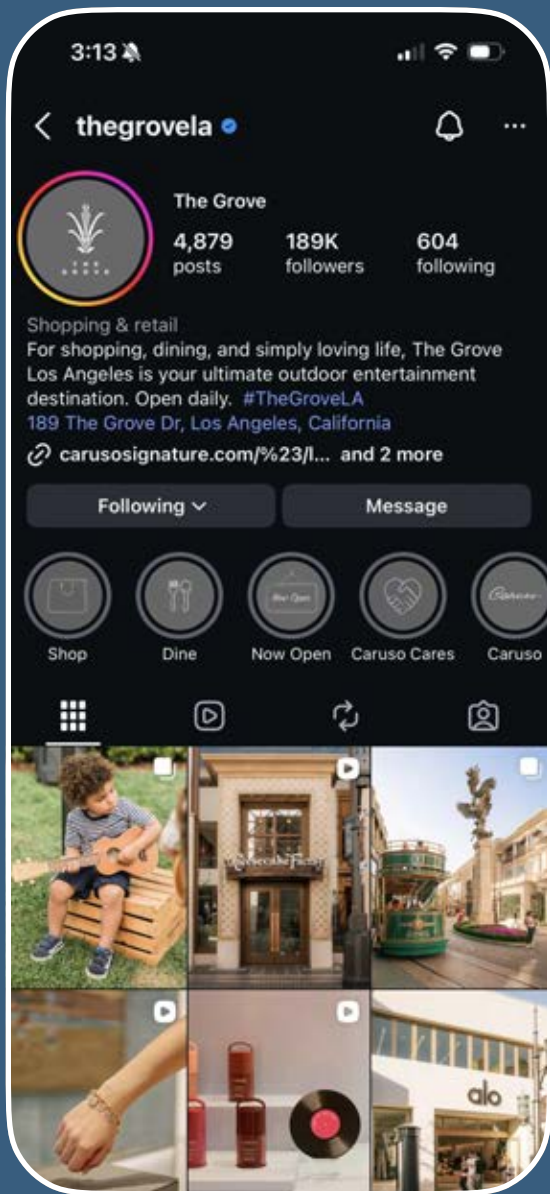
ACURA



# 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





