

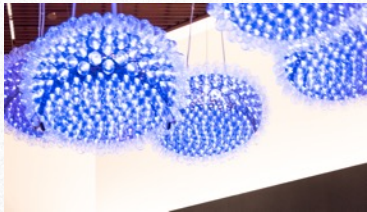







THE SONO COLLECTION

ART CULTURE FASHION NORWALK CONNECTICUT

Multilevel  Design Driven
Unique Culinary  Offering
Art    Installations
Year  Round Calendar of
Interactive  Events 



**MORE THAN
700,000 SQ. FT.
OF NEW RETAIL
OPENED AS OF 2023**

Bringing high-profile brands and sought-after dining experiences to market in the Norwalk Community.

NORWALK, CT

Known for its shoreline, eclectic vibe,
and access to great schools

Norwalk Connecticut is home to an affluent population,
whose purchases amplify and complement their suburban lifestyle.

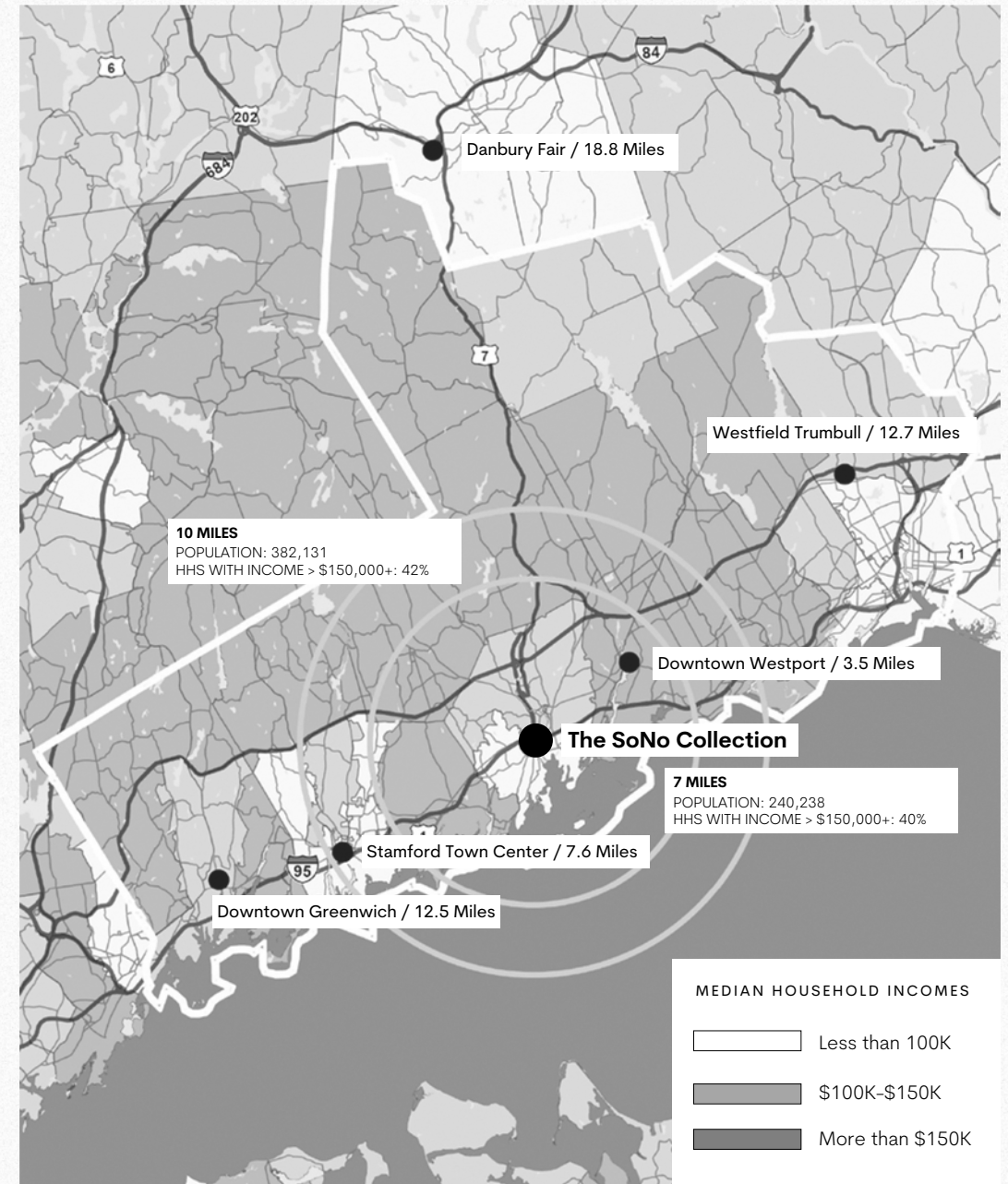
TRADE AREA AFFLUENCE & EDUCATION

Population	678,380
Households	248,442
% Of Total Households Earning \$100,000+	51.78%
Average HHI	\$176,699
Average Home Value	\$911,216
% Of Population 25+ With Bachelor's Degree or Higher	52.49%

TRADE AREA CONSUMER AGE BREAKDOWN

Under 18	19%
18-34	22%
35-49	16%
50-69	27%
70+	12%

SOURCE: SYNRGOS



A MINI SOHO IN CON NECT ICUT

– THE WALLSTREET JOURNAL

FAIRFIELD COUNTY AND NORWALK, CONNECTICUT

Top 4

Fortune 500 companies
headquartered in Norwalk:

BOOKING HOLDINGS
EMCOR GROUP
FRONTIER COMMUNICATIONS
XEROX CORPORATION

20+

Development projects in
the works around Norwalk,
including 1,800+ new
residential units coming in
the next 12–18 months

Top 3

Regional hospitals rank
among the best in the state:

GREENWICH HOSPITAL
DANBURY HOSPITAL
STAMFORD HOSPITAL
NORWALK HOSPITAL

25,000+

Students choose Fairfield
County for their four-year
College education at:
FAIRFIELD UNIVERSITY
SACRED HEART UNIVERSITY
UNIVERSITY OF CONNECTICUT
STAMFORD
WESTERN CONNECTICUT STATE
UNIVERSITY

> 1 Mile

From the largest tourist
attractions in Connecticut:
Maritime Aquarium and
Stepping Stones Children's
Museum gets more than
750,000 visitors a year and are
complimented by the annual
events including the SoNo Arts
Festival, Oyster Festival and the
In-Water Boat Show

NORDSTROM

ARHAUS

WARBY PARKER

bloomingdale's

SEPHORA

H&M



UNTUCKit

aerie

ZARA

Casper

LUSH

IN
GOOD
COMPANY



IN
GOOD
TASTE

La Picante

PINSTRIPES



POKELICIOUS



Bazille

SOMETHING IS HAPPENING AT THE SONO COLLECTION

The SoNo Collection sets itself apart for discerning locals as more than just a collection of shops. It's a collection of the experiences and energy they crave. It's a place to be inspired by art, enriched by community activities, and enticed by luxury shopping and dining. Shoppers wander through beautiful, light-filled interiors where interactive installations dazzle alongside top retailers. They come for a community event and stay for a cocktail. There's always something happening, and they always leave with more than they expected. Our community — trendsetters, artists, connoisseurs — already know. You want to be part of what's happening at The SoNo Collection.



UNIQUE



LOCATION

In the path of 167,000 vehicles every day, including the area's most affluent shoppers — 248,442 households with average HHI of \$176,699.

ROBUST



ACTIVATION

Hosting more than 400 lifestyle events and programs every year, engaging the interests of guests from all across our community.

NOTABLE



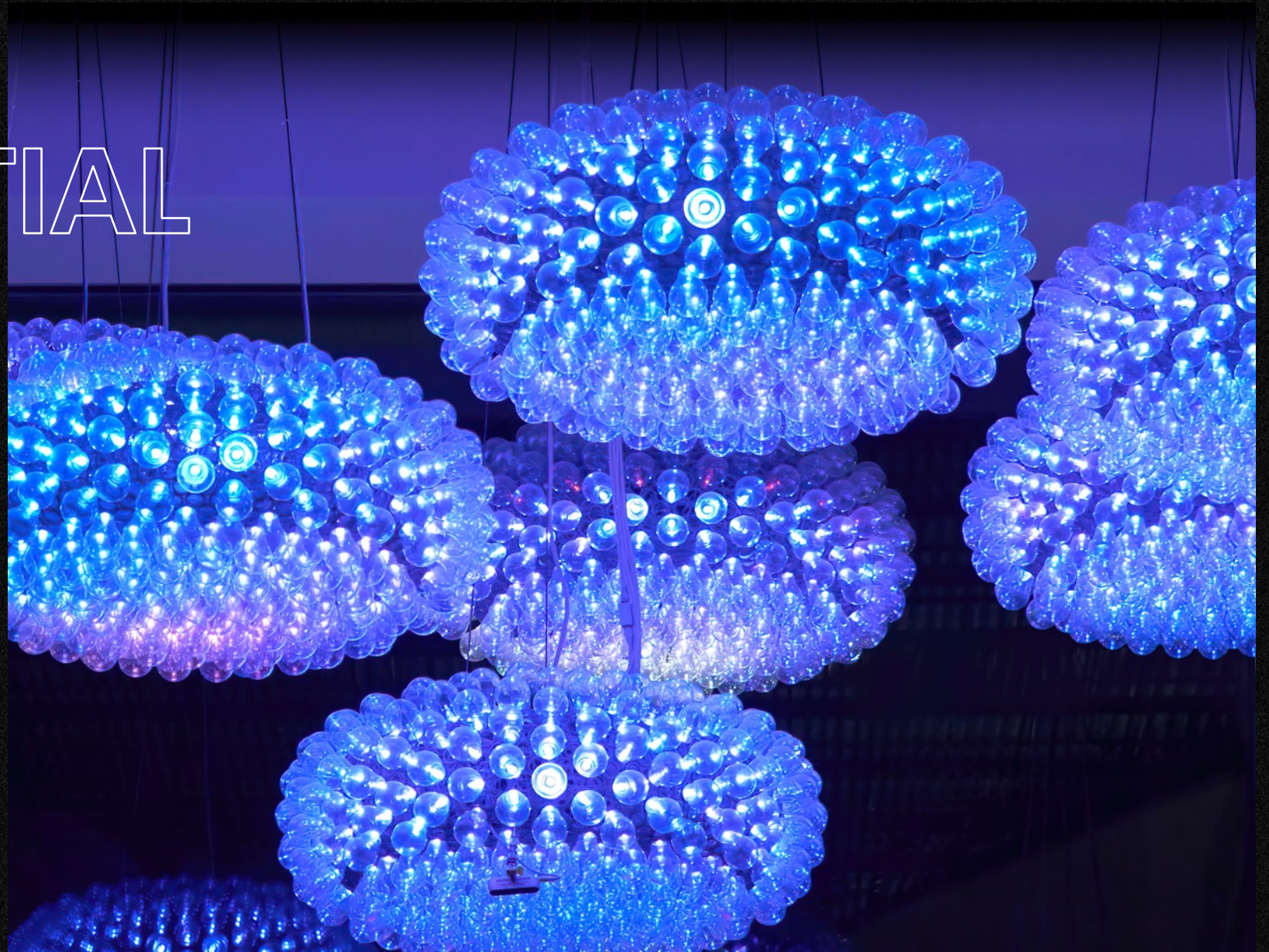
ANCHORS

Home to flagship retailers — like Connecticut's first Bloomingdale's and the state's second Nordstrom.

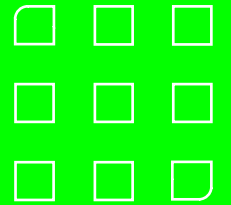
EXPERIENTIAL ART + CULTURE

The SoNo Collection is a visual feast — increasing dwell time and encouraging exploration.

Since opening in 2019, we have partnered with a number of artists to provide an unparalleled cultural and retail experience for our guests. With more than 20 public art pieces currently installed across the property, guests are always surprised and inspired by their visit.



Norwalk is a Developing Market



01

2,000 Additional
Multi-Family
Residential units
Approved

Construction demand for single family detached is very high. Residential rents remain high driving demand within the city
Webster Lot Development will add 450 units and Restaurant/Retail

02

The Office Market is
still recovering

24 % Vacant
7.7% available for sublease
4.4MM sq/ft
Office Rent Comps in the ~\$20s/ft and Medical as low as \$18

03

Additional Mixed Use
is approved and
building in the Market.

SoNo TOD
Lifestyle, Office, Residential
The Village
Retail, Public use
The Pinnacle
Mixed Use

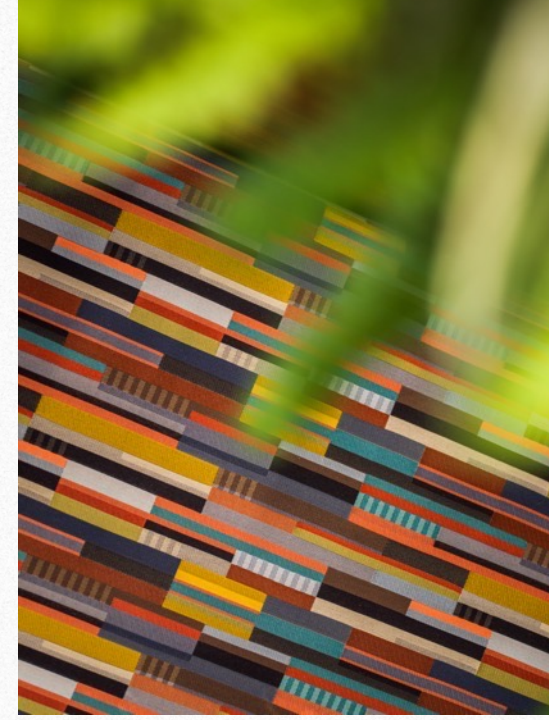


A VISUAL FEAST

EXPERIENTIAL ART + CULTURE

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CONTEMPORARY DESIGN

Multilevel property with light-filled interiors, landscaped courtyards, and elevated terraces.



Area Map

POINTS OF INTEREST ●

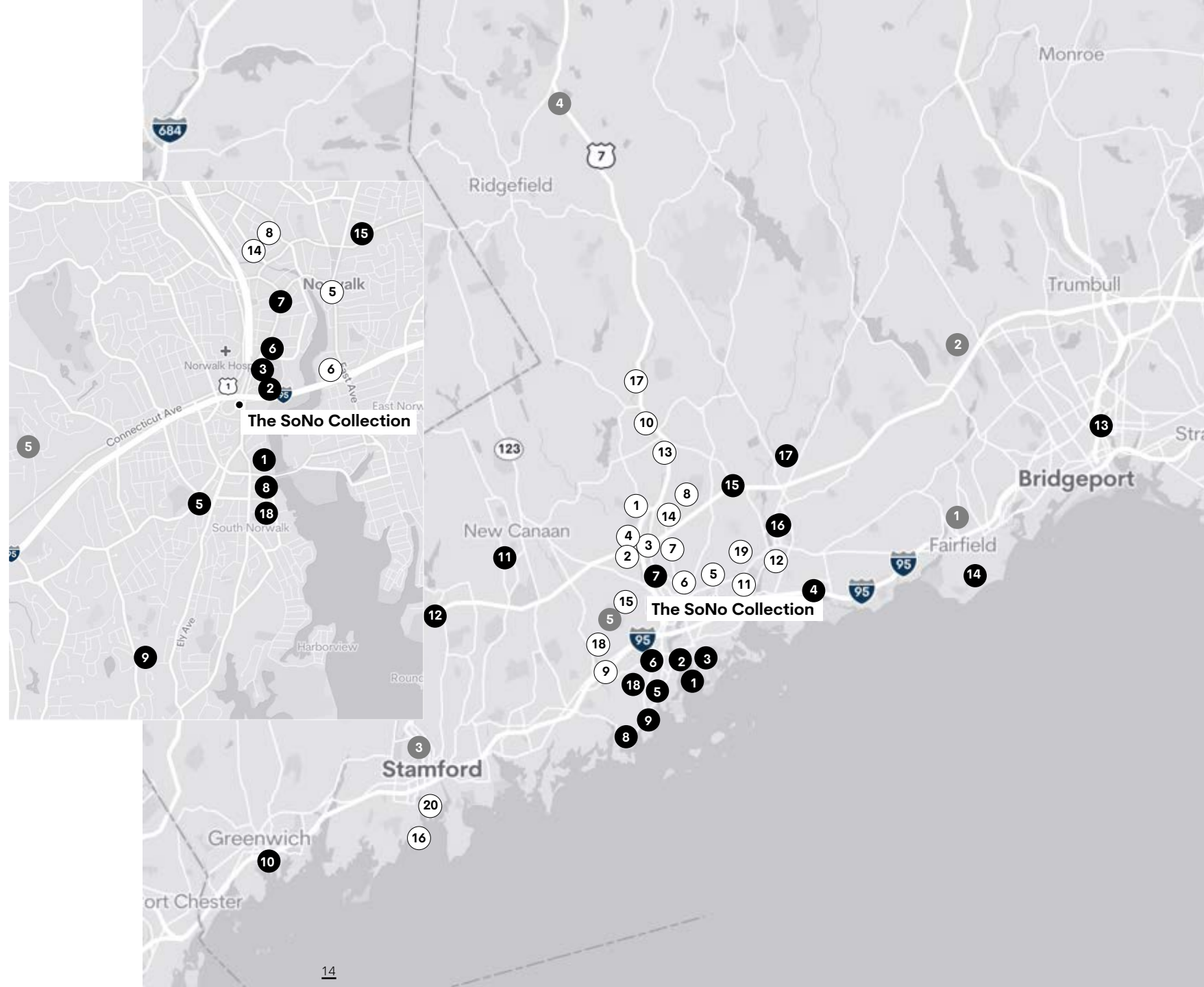
- | | |
|--------------------------------------|--|
| 1 The Maritime Aquarium | 10 Bruce Museum |
| 2 Steppingstones Museum for Children | 11 New Canaan Nature Center |
| 3 Lockwood Mathews Mansion Museum | 12 Stamford Nature Center |
| 4 Sherwood Island State Park | 13 Beardsley Zoo |
| 5 Fashion Institute | 14 Fairfield Museum and History Center |
| 6 Norwalk Art Space | 15 MoCa Westport Museum |
| 7 Wall Street Theatre | 16 Levitt Pavilion |
| 8 Sheffield Island Lighthouse | 17 Earthplace |
| 9 SoNo Field House | 18 Historic South Norwalk |

EMPLOYERS ○

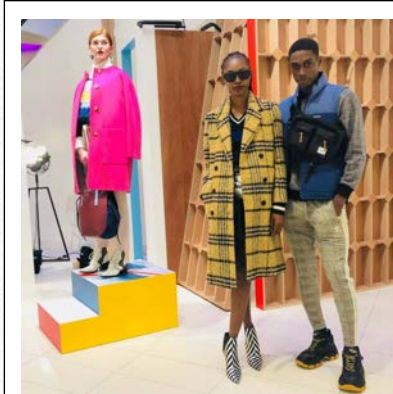
- | | |
|---------------------------|---------------------------|
| 1 ASML | 11 Goldman Sachs |
| 2 Frontier Communications | 12 Morgan Stanley |
| 3 Xerox Corporation | 13 Breitling |
| 4 EMCOR Group | 14 Altice |
| 5 Stew Leonard's | 15 Nielsen |
| 6 HMTX | 16 Charter Communications |
| 7 Datto | 17 Dreyfus |
| 8 FactSet | 18 Booking.com |
| 9 Potoo | 19 Kayak.com |
| 10 Cannondale | 20 WWE |

UNIVERSITIES ●

- 1 Fairfield University
- 2 Sacred Heart University
- 3 University Of Connecticut Stamford
- 4 Western Connecticut State University
- 5 Norwalk Community College



THE SONO COLLECTION CUSTOMER



Networked Neighbors

8,491

Trade Area Households

Networked Neighbors are a portrait of suburban prosperity, living in well-maintained homes with manicured lawns. Highly educated and dedicated to their careers, these consumers take pride in their technology use, homes, and automobiles.



Country Squires

1,238

Trade Area Households

Country Squires are affluent, professional consumers with households in the serenity of sprawling estates, rather than tight living quarters in the city. These families love to spoil their children, as well as spend on their homes, as their homes are an expression of their identities

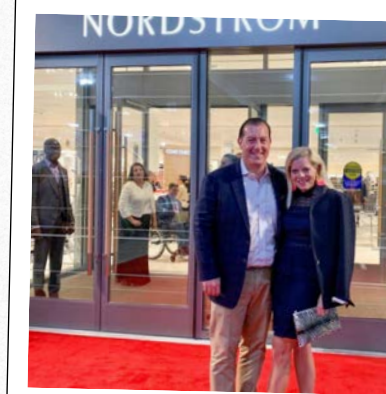


Upper Crust

13,086

Trade Area Households

Upper Crusts are highly educated, successful consumers with the highest average net worth in the country. These sophisticated households spend money to enjoy their lives—shopping at fashionable retailers, maintaining their homes and vehicles, and taking frequent vacations.



Movers + Shakers

18,551

Trade Area Households

Movers and Shakers are professional, wealthy empty nesters seeking life's next adventure. These consumers are executives and managers at the pinnacle of their careers, often spending their disposable income on business attire, professional and leisure trips, clothing, fine dining, homes, and automobiles.

SUCCESS STORIES

H&M OPENED THEIR FIRST HOME STORE IN THE COUNTRY

Recognizing the strength of the market, H&M opened its first U.S. H&M HOME shop-in-shop on the second level of The SoNo Collection.



LEVEL 2



ACTIVATED

CELEBRATED CULTURAL CONCEPTS

TRUE TO THE NEIGHBORHOODS WE SERVE

More than 100+ community events every year. A commitment to health and wellness programming, public art activations, and our ongoing family friendly events, all designed to engage and enrich our community. Tenant event partnerships to help you activate with our community.



SUMMERS AT SONO



@whats_in_westchester_ny
"Perfect way to enjoy the rest of the summer & beyond!"

MEERKAT MEETUP



@stylinitbyruth
"So much fun! Love the meerkats!"

YOU ARE BEAUTIFUL



@thehungryfoodmonsters
"What a wonderful exhibition"

DOG PARK



@norwalk_events
"That's Paw-some!"

NORWALK ART SPACE SPONSORSHIP



SANTA'S CANDY FACTORY



21

WEEKLY ZUMBA



HALLOWEEN EVENTS



An abstract, vibrant red sculpture with flowing, organic shapes is positioned on a light-colored wooden floor. The sculpture's forms are dynamic, with some parts curving upwards and others extending outwards, creating a sense of movement. The background is a dark, textured wall, which contrasts with the bright red of the sculpture and the light wood of the floor.

CORE BELIEFS

Cater to the unique needs of consumers
Highlight small businesses
Partner with national brands
Provide jobs + resources to communities

Brookfield Properties

Our centers provide consumers with a sensory experience that other platforms simply cannot match—the benefit of touching, tasting, and feeling products in real-time. That is part of how we're reimagining what retail can be—an unrivaled Experience for our customers and a sustainable place for our tenant partners to thrive.

THE **SONO** COLLECTION

JOIN US TOGETHER WE'LL REVOLUTIONIZE RETAIL

Retail Leasing

Bill King
william.king@bpretail.com
215.370.6676

Eat / Drink Leasing

Nick Marona
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703.969.1323

Big Box Leasing

Alex Varon
alex.varon@bpretail.com
516.902.2046

Brookfield
Properties