

T H E S H O P S at farmington valley

CANTON, CONNECTICUT





A Scenic Haven

Just 20 minutes west of Hartford on Route 44,
The Shops is the Farmington Valley's

ONLY OPEN-AIR RETAIL AND DINING DESTINATION.

Here, discerning customers from affluent
towns like Canton, Avon, and Simsbury, find
A UNIQUE MIX OF FIRST-TO-MARKET BRANDS

AND DAILY ESSENTIALS, all within an easily
strollable layout.

Trade Area

& Demographics

The Shops at Farmington Valley is the go-to destination for residents of AFFLUENT TOWNS in the region. These wealthy customers account for 41% OF ALL VISITS, and visit The Shops more than 30 TIMES A YEAR.

POPULATION

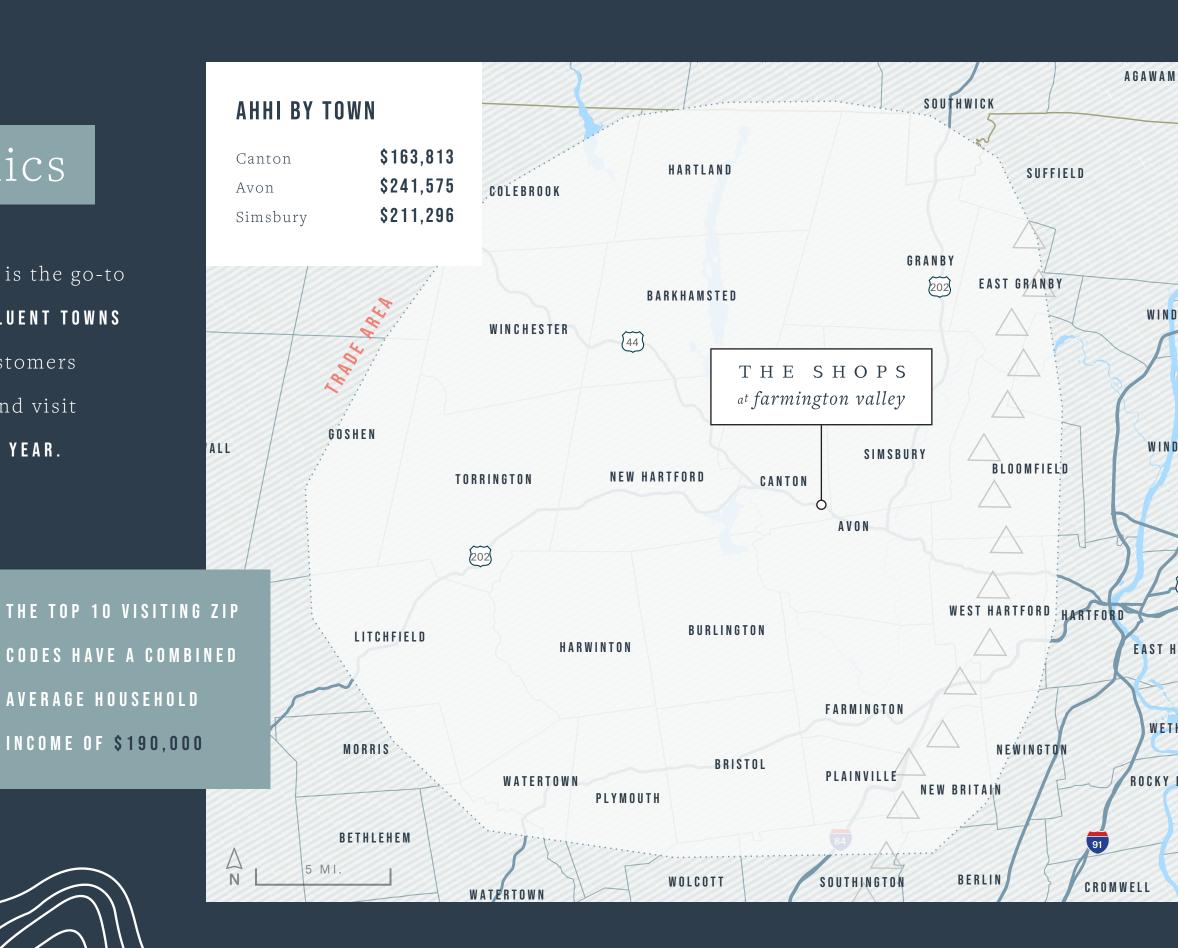
451,784

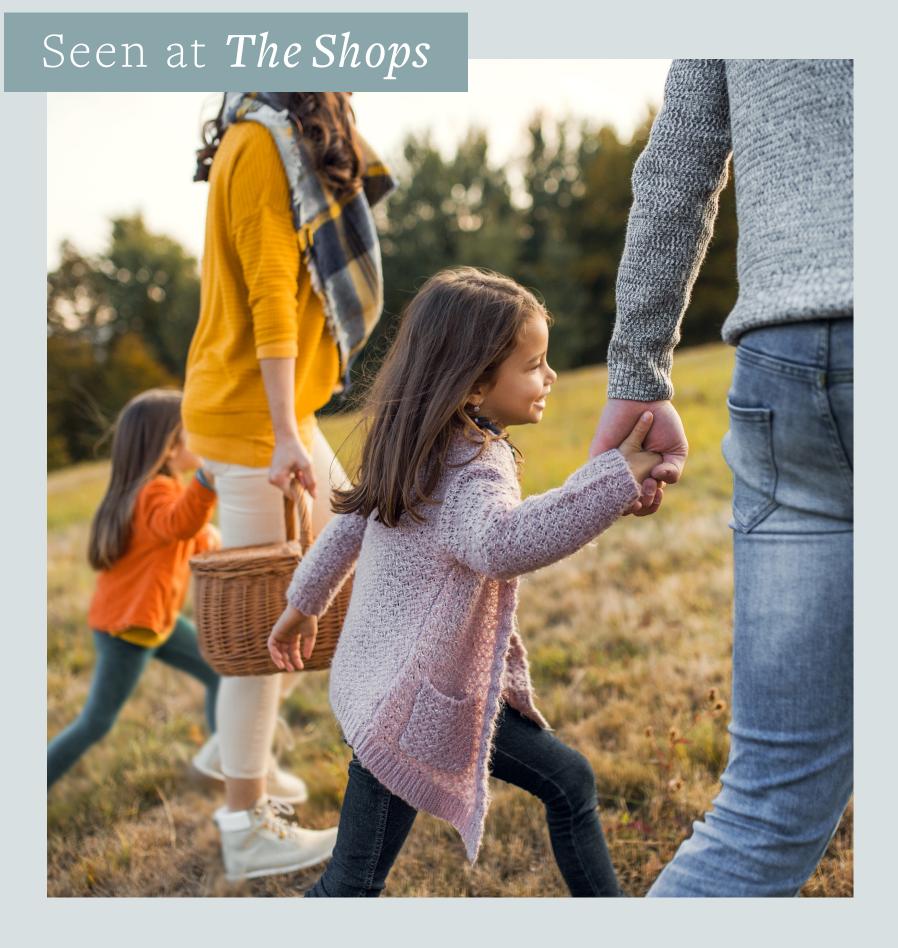
HOUSEHOLDS

187,817

RETAIL EXPENDITURE

\$10.3B





WILDFLOWER MAMAS

Married, well-educated women who embrace motherhood. Their busy days revolve around playdates, coffee meet-ups, and creating a cozy home for their family. Education and conscious living are important to them, so they shop for sustainable, quality brands that reflect their values.

1.8x more trade area customers than the national average

LEADING LADIES

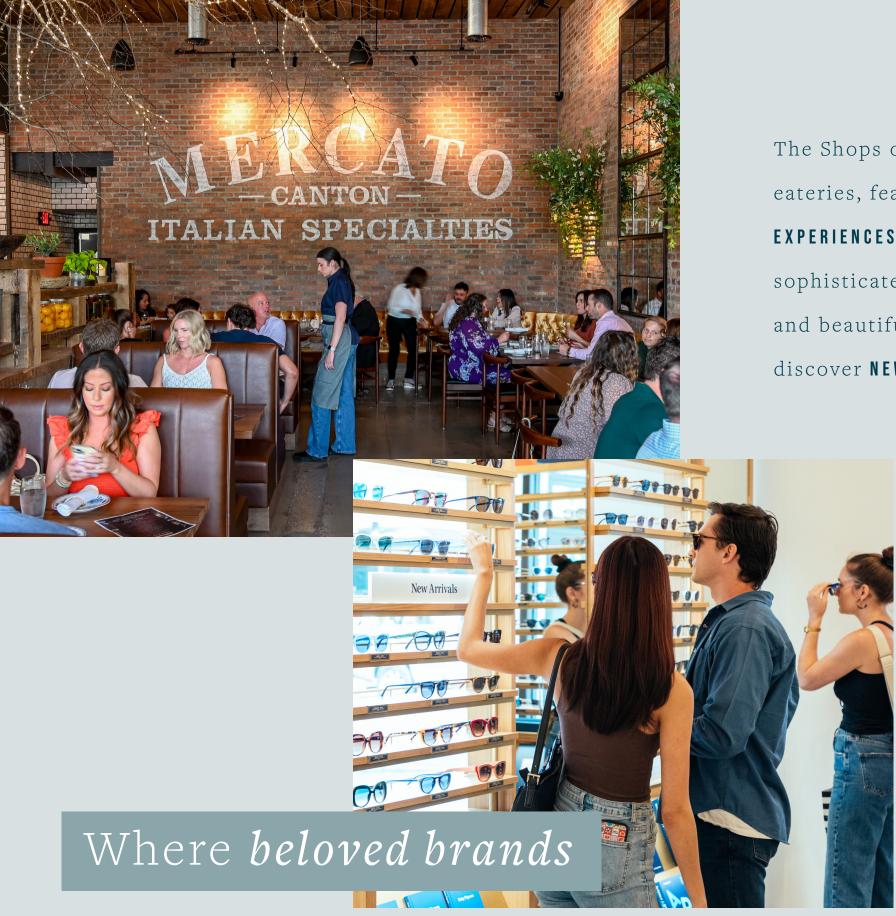
Successful, career-focused women who have relocated from the city for the excellent schools. Their children are now in high school or college, and they balance professional ambition with a strong commitment to community engagement, attending charitable events in their free time. Frequent dinner party hosts, they value high-quality home goods and gifts for their loved ones.

2.4x more trade area customers than the national average

MODERN FAMILIES

Balancing demanding careers with a focus on family, these parents create fulfilling lives in Connecticut's suburbs. Originally from major cities, they've chosen this area for its blend of community, excellent schools, and easy access to nature. Weekends are spent coaching their kids' sports teams, exploring the outdoors, and playing golf at the country club. They also enjoy shopping for trendy brands and dining out for date nights.

2.7x more trade area customers than the national average



The Shops offer a curated mix of specialty retailers and eateries, featuring OF-THE-MOMENT BRANDS AND DINING

EXPERIENCES carefully curated to match the clientele's sophisticated tastes. With a stunning view of the mountains and beautiful landscaping, this is the place where locals discover NEW FAVORITES AND VISIT TRIED-AND-TRUE SPOTS.

MERCATO
SWEETGREEN SEPHORA

Parera
MICHAELS JEWELERS
Sur la fable

V/O med Spa
WARBY PARKER
W**F GANG
BAKERY & GROOMING

J.CREW

come together

Daily Errands

and Extras

Blending CONVENIENCE WITH ESSENTIALS, The Shops is the place to get daily errands done and then some.







BARNES&NOBLE





paper store

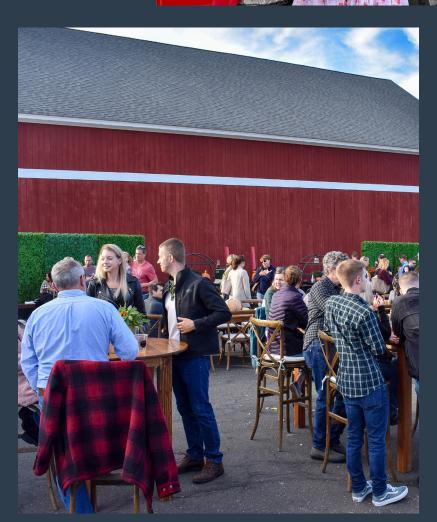




A Community

to Embrace

With its welcoming atmosphere and robust programming, The Shops is a COMMUNITY HUB where families enjoy kid-friendly activities, couples find new experiences, and friends gather for holiday traditions.







Massachusetts-based WS Development is a mixed-use developer with a singular mission: CREATING PLACES

PEOPLE WANT TO BE. With an approach that values art, science, innovation and, above all else, people, WS strives to engage each community it serves with BEST-IN-CLASS EXPERIENCES, designed with our customers, tenants and partners in mind.

Established in 1990, WS is one of few verticallyintegrated real estate companies that conceptualizes,
owns, operates and leases MORE THAN 100 PROPERTIES
that range from cutting-edge urban spaces to lifestyle
and community centers. With over 22 MILLION SQUARE
FEET OF EXISTING SPACE and an additional NINE MILLION
SQUARE FEET UNDER DEVELOPMENT, it is one of the largest
privately-owned development firms in the country.



by the strength of our merchants

and the happiness of our guests



THANK YOU

CONNOR NOLAN

Director of Leasing

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THE SHOPS

at farmington valley