



National Outlet Shopping Day™ Expands to Four Days of Savings

June 11, 2025

The biggest outlet savings event of the year grows in 2025; more exclusive deals, more retailers and more days to save at Simon® Premium Outlets® and The Mills® locations

INDIANAPOLIS, June 11, 2025 /PRNewswire/ -- [Simon®](#), a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, today announced the expansion of [National Outlet Shopping Day™](#) to four consecutive days, up from two days, running June 12 to June 15. It marks the longest run for the annual, one-of-a-kind shopping event since it began in 2022.



This year, National Outlet Shopping Day will also be bigger and better than ever, with the most offers and participating retailers in the event's history. Shoppers will find approximately 6,200 offers from nearly 500 retailers at more than 90 Simon Premium Outlets® and The Mills® locations in the United States, Canada and abroad.

"National Outlet Shopping Day is the ultimate outlet shopping experience that continues to grow year after year," said Lee Sterling, Simon's Chief Marketing Officer. "Millions of deal seekers already recognize this as the moment to find tremendous deals and experience the thrill of getting great products at great prices. The expansion of National Outlet Shopping Day from two days to four days will double the fun by offering more time and more ways to save money."

Now in its fourth year, National Outlet Shopping Day is the biggest outlet savings event of the year. In 2025, shoppers will enjoy thousands of exclusive offers and deals from the most sought-after brands. National Outlet Shopping Day savings are on top of the already discounted outlet prices of up to 65% off.

Adding even more excitement throughout the event are giveaways, including free tote bags at select centers and unique experiences with purchase, including opportunities to build your own succulent flower arrangement, create your own charm jewelry, and design a piece of permanent jewelry you can wear and love forever. Gifts and experiences vary from center to center, so please check with your local Premium Outlet or Mills to learn more.

For more information about National Outlet Shopping Day 2025 and to find participating locations, click here <https://www.premiumoutlets.com/>.

About Simon

[Simon®](#) is a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Our properties across North America, Europe and Asia provide community gathering places for millions of people every day and generate billions in annual sales.

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Nicole Kennon, Director, PR and Communications, nkennon@simon.com