



Simon® Launches 'It's a Simon® Thing' National Brand Campaign Celebrating the Moments That Bring People Together

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New campaign unites Simon Malls® and Premium Outlets® under a single creative identity inspired by discovery, connection, and the enduring role of the mall in American life

INDIANAPOLIS, Sept. 15, 2026 /PRNewswire/ -- [Simon®](#), a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations, today unveiled "[It's a Simon Thing](#)," a new national brand platform built around a long-standing truth: Simon's 200+ Malls and Premium Outlets have been America's gathering places for decades. Inspired by the moments that happen every day across its properties, the campaign celebrates the real-world discovery and connection shoppers have found at the mall for generations and how consumers continue to embrace those experiences today.

"Our Malls and Premium Outlets centers are where life happens. People have grown up here, met friends, landed first jobs, celebrated milestones, and found things they didn't know they were looking for," said Lee Sterling, chief marketing officer at Simon. "Long before social networks, our destinations were places to discover what was new and connect with others. Today, they are still America's third place - with a more dynamic retail mix than ever, discovered by the next generation of shoppers, rediscovered by their parents, and filled with new memories for both."

Building on the award-winning [Meet Me @themall®](#) campaign in 2024, which tapped into Gen Z's affinity to the mall as a place to spend time together, "It's a Simon Thing" expands that idea across generations. Launching the brand platform is a manifesto spot set to the iconic track "Sweet Disposition" by Lost Frequencies & The Temper Trap. Through a montage of everyday experiences that happen at Simon Malls and Premium Outlets across the country, the brand film celebrates the places where people of all ages come together, explore what's new and create lasting memories.

At the heart of the platform is a simple, flexible expression: "It's a ____ Thing." The creative system adapts across seasons, experiences and audiences, capturing the many reasons people choose Simon destinations, whether it's a "Malls Thing," an "Outlets Thing," a "Back-to-School Thing," or a "Holiday Thing." Each expression brings moments of discovery and connection to life, while reinforcing everything people love about Simon's Malls and Premium Outlets in one connected brand story. The creative approach also establishes a recognizable brand language that scales across markets and media, while giving individual properties the flexibility to reflect what makes them unique.

The campaign will launch this fall across television, cinema, digital and social channels, including Instagram, TikTok and YouTube. Influencer, creator and brand-led content will extend the campaign, bringing to life the shared memories and the unexpected finds that make Simon destinations more than places to shop.

As one of the first major activations of the recently launched [Simon Media Network™](#), the platform's ongoing media plan will be informed by Simon's first-party consumer intelligence and extend across its integrated marketing ecosystem, including high-impact on-center digital displays and experiential activations.

About Simon

[Simon®](#) is a real estate investment trust engaged in the ownership of premier shopping, dining, entertainment and mixed-use destinations (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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