

Tanger[®]Outlets

INNOVATION / LEADERSHIP / PARTNERSHIPS





“We are bringing the newness to our shopping environments with the latest retail and entertainment concepts, driving real value for our guests. It is an exciting time to be Tanger Outlets’ partner, as the company pivots and drives the guest experience.”

—STEPHEN YALOF, TANGER OUTLETS CEO

A New Chapter

A HERITAGE BRAND ENTERS AN ERA WITH A NEW CEO AT THE HELM

Stephen Yalof began a new role as Chief Executive Officer in 2021. His unique background spearheading the real estate expansion for Polo Ralph Lauren and GAP, Inc. during both companies' greatest growth periods, as well as his six years as CEO of Simon Premium Outlets, makes him the ideal leader to navigate the future of the outlet shopping experience. With an emphasis in retailer relationships and a successful track record for redeveloping and enriching real estate, he is poised to reimagine Tanger.

The Obvious Choice

AN INNOVATIVE SPIRIT THAT KEEPS TANGER CENTERS EVOLVING

Tanger is laser-focused on creating excellence in outlet shopping because outlets are all it does. Tanger understands what drives its tenants and what motivates its shoppers, and as a result, collaborates to build unique, on-brand shopping experiences. Tanger's expertise and excellence is legendary, along with a spirit of innovation that keeps its centers evolving.



Innovative Partnerships

CREATING BEST-IN-CLASS EXPERIENCES THROUGH TANGER'S UNIQUE APPROACH

Tanger is committed to developing best-in-class experiences for its shoppers. Tanger collaborates with retailers to create memorable shopping and builds relationships with artists, restaurateurs and influencers who bring bold, new dimension to the mix. Tanger is creating meaningful, impactful experiences that make its centers go-to destinations at the heart of the markets it serves.

Reinventing Shopping

BRINGING A MORE ELEVATED TENANT MIX TO TANGER GUESTS

Tanger is bringing the best and most exciting fashion names to the portfolio. Luxury brands such as Armani and Hugo Boss, contemporary staples like Tory Burch, Vince, and Rag & Bone; and digitally native brands like Shinola. When brands are looking to launch their first outlet concepts, Tanger is the definitive choice. The outlet company structures creative partnership-driven deals to incubate concepts as seen with Lafayette 148, Alex Mill, Psycho Bunny, J. McLaughlin, and Robert Graham.

Tanger[®]Outlets

A PROVEN PARTNER

SOOZAN BAXTER CONSULTING

Soozan Baxter

Mobile Tel: (443) 717-1107

soozan@soozanbaxter.com

soozanbaxter.com