

June 4, 2020

Siam Premium Outlets® Bangkok Announces Opening Date

BANGKOK – Siam Piwat Simon, a joint venture between Siam Piwat, owner and operator of prestige retail developments in Thailand and [Simon Property Group](#), owner of premier shopping and mixed-use destinations across North America, Europe and Asia, announced today that it will open [Siam Premium Outlets Bangkok](#), on Friday, 19 June 2020. The project brings the world's most recognized and popular brand of outlet shopping to Bangkok. Siam Premium Outlets Bangkok will be the first Premium Outlet® Center in Thailand by the Siam Piwat Simon joint venture.

Siam Premium Outlets Bangkok marks the arrival of the first true Premium Outlets® branded shopping center in Thailand; the center will join the family of Simon Premium Outlets properties around the world that represent some of the most iconic shopping destinations for residents and tourists, including [Woodbury Common Premium Outlets](#) in New York City; [Gotemba Premium Outlets](#) in Japan; [Yeoju Premium Outlets](#) in South Korea; and [Johor Premium Outlets](#) in Malaysia.

Siam Premium Outlets Bangkok will offer shoppers everyday savings, up to 70 percent off, on a vast array of global luxury, international and local fashion and lifestyle, sportswear, leather goods, and leading local shops. Siam Premium Outlets Bangkok will feature several brands that are debuting their outlet concepts for the first time in Thailand. Sixty of the brands featured in the center are only available exclusively at Siam Premium Outlets Bangkok. Many brands will offer an additional 10-15 percent off for the period of the center grand opening.

Key global luxury brands that will be featured at Siam Premium Outlets Bangkok include – Burberry, Balenciaga, Bally, Breitling, Coach, Furla, Hugo Boss, kate spade NEW YORK, Montblanc and adidas. Nike will open a 1,300 sq. meter premium retail store, featuring digital member exclusives and locally inspired art. Additional exclusive luxury brands will open at the center in the coming months. Siam Premium Outlets Bangkok will also include popular local Thai brands including EveandBoy and Jim Thompson.

Shoppers can also enjoy a variety of Asian and Western food and beverage options, including Starbucks and BreadTalk. The center will also feature a unique design, 1,200 sq. meter, food hall concept by Food Republic.

“Siam Premium Outlets Bangkok will be an economic driver for the Thai economy; the center will create over 1,000 career opportunities,” said Michael Tang, Managing Director of Siam Piwat Simon Co., Ltd. “The experience of the center extends beyond shopping with amenities and design features that make the center an exciting community space and a relaxing shopping destination. Siam Premium Outlets Bangkok will partner with the other nearby key tourist attractions to enhance the appeal of the area as a major local and tourist destination.”



**SIAM PREMIUM OUTLETS
BANGKOK**
A SIAM PIWAT SIMON CENTER

Siam Premium Outlets Bangkok prioritizes the safety of our customers. As part of the COVID-19 environment Siam Premium Outlets Bangkok will provide a number of health and safety measures including thermal scanners, and hand sanitizing gel at all entrance points to the center. Center staff will wear face-masks and face shields; center occupancy will be limited to comply with the social-distancing requirements and customers will register on the Thai Chana platform as outlined by the government authorities.

Siam Premium Outlets Bangkok is located along Motor Way (No.7), which connects Bangkok to the tourist destinations in the East of Thailand; the center location is a 15-minute drive time from Suvarnabhumi International Airport and a 30-minute drive time from the Bangkok city center.

For more information, please visit www.siampremiumoutlets.com

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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.

About Simon Premium Outlets®

The global [Simon Premium Outlets](#) portfolio offers exceptional brands at extraordinary savings through a diverse mix of luxury, designer and homeware retailers. Our Simon Premium Outlets in the United States, Puerto Rico, Canada, Japan, Malaysia, Mexico and South Korea are some of the most iconic and productive shopping destinations for residents and travelers including [Woodbury Common](#), [Orlando International Premium Outlets](#), [Desert Hills Premium Outlets](#), [Las Vegas North Premium Outlets](#) and [Wrentham Village Premium Outlets](#). For more information follow Premium Outlets on [Facebook](#), [Twitter](#), and [Instagram](#).

About Siam Piwat

Siam Piwat is the owner and operator of prestige retail developments in Thailand such as Siam Paragon, Siam Center, and Siam Discovery, as well as the joint venture partner of ICONSIAM – the THB 540 billion (US\$ 1.7-billion) Bangkok, riverside landmark development opening in 2018. Siam Piwat is a world-class innovator in retail and lifestyle destination development that is the partner-of-first-choice of the world's great companies that are the best at what they do. The company's developments have won many global awards including awards for 'best store design in the world' and 'best shopping mall design and development in the world' from two of the world's most prestigious retail development associations, as well as been ranked 6th as the world's most talked about places on Facebook.