

Merchants Exchange

Market-inspired merchandise mix revitalizes center



Before – blighted and obsolete

SOLUTIONS

- **Collected** input from the ethnic brokerage community on the property owner's vision.
- **Identified** relevant uses to accommodate the trade area population's preferences.
- **Marketed** key selling points to local retailers and brokers.
- **Targeted** a destination-oriented retailer and signed nationally recognized Paris Baguette, a Korean-based bakery, to an 8,000-square foot lease for its flagship location.
- **Secured** Clay Pot, a unique dining experience, a strong general merchandise retailer, and an experienced full service hair/nails/skin care service provider to create a market-driven tenant mix.
- **Optimized** parking through a balanced mix of retailers and services providers.

CHALLENGES

Merchants Exchange is a 23,500-square foot strip center located near Gwinnett Place Mall in Duluth, Georgia. As a result of shifting demographics and evolving shopping preferences, the center was 100% vacant which solidified the decline throughout the entire submarket. The market's diverse demographics and rapidly increasing Asian-American population was underserved.

OBJECTIVE

- To revitalize Merchants Exchange into to a relevant and vibrant strip center by creating a long-term merchandise mix that serves the diverse community.



RESULTS

Leased Merchants Exchange to 100% with a merchandise mix that serves the desires of the of local residents with culturally relevant shopping, dining and services.