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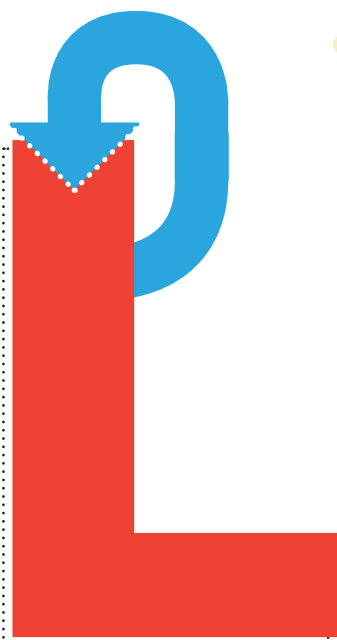
SHOP, EAT AND PLAY

ON AT

# NoVA'S MALLS

NoVA's shopping destinations are so much more than clothes.

By **Hilary Adleberg**



ocal malls and town centers have added a few extra incentives to their seemingly ever-expanding list of attractions. With this, “If you build it, they will come,” mentality, retail destinations are becoming so much more than just a place to shop. What used to be thought of as the typical mall or cluster of clothing stores has diversified in de-

velopment, thus changing its definition. Town centers, plazas, marketplaces and mixed-use development areas alike are broadening their customer base by providing more product categories and services with a mix of franchises as well as small businesses. Reference this list of the top, local, outdoor and indoor retail destinations to find out about the stores, dining options, annual events and insider membership benefits available.

While these major shopping centers do offer customary services such as personal shopping and tailoring, most venues also

work to upgrade their customer’s experience by hosting a plethora of events throughout the year. Decorations, festivities and promotions that used to be expected annually or bi-annually are now year-round occurrences.

Old Town Alexandria for example, hosts an Annual Scavenger Hunt in the fall where customers are instructed to get a passport stamped at each of the 35 stores that make up the Old Town Boutique District. When customers arrive at the last store with their passport completely filled out, they receive a goody bag full of gifts from each of the stores. “This type of event helps make customers aware of the shopping destination and various shopping opportunities that the area offers,” says small business owner Kim Putens of Bloomers, located in Old Town Alexandria and Shirlington. She shares, “A lot of the events throughout the year thrive on community involvement.”

From Fairfax Corner’s Fine Arts Festival to the Reithoffer Shows Carnival at Landmark Mall—held this year from March 28 to April 14—to Tysons Galleria’s notorious All Access Fashion Show, there’s truly an occasion for every sense of style. The Galleria’s All Access Fashion Show is a three-day-fashion-event that introduces the season’s collections and invites the pub-

**“This type of event helps make customers aware of the shopping destination and various shopping opportunities that the area offers.”**

## EVENTS

### FAIR OAKS MALL

#### Through December 24

The interactive Ice Palace experience and visits with Santa (in 2011, the mall hosted close to 200,000 Ice Palace visitors having their photos taken with Santa). During the run of the Ice Palace, the mall also features five “Santa Paws” opportunities (on weekends, either prior to the center opening or after hours) for thousands of families to bring their pets in for photos with Santa (and with each specially-designated photo package purchase, Fair Oaks makes a \$10 donation to the Fairfax County Animal Shelter)

#### December 6

The mall is presenting a day with an ASL-signing Santa and ASL-signing Mrs. Clause for deaf and hard of hearing children and their families.

#### February 9 and 10, 2013

Lunar New Year Celebrations, with more than 30 featured musical and dance acts attracting more than 200,000 people

#### February 16 and 17, 2013

Active Kidz Summer Camp Expo, with more than 60 participating vendors

#### March 1-10, 2013

Fair Oaks Home and Garden Expo

#### August 2013

Virginia tax-free weekend with the Fair Oaks Women and Children’s Expo

#### September 2013

Fair Oaks Fall Home Improvement Expo

#### October 2013

Fairfax Country Public Schools’ annual College Fair, with more than 10,000 students visiting with 300 colleges and universities

#### October 31, 2013

Fair Oaks Mall-O-Ween, the largest indoor Halloween event of its kind attracting more than 16,000 trick-or-treaters (this year is the 25th annual Mall-O-Ween)

### TYSONS CORNER MALL

#### December 2, 8-10 a.m.

Santa arrives at Tysons Corner Mall. Welcome him and his winter wonderland friends with a breakfast celebration.

#### Every Wednesday throughout the year

Tysons Corner Center’s Kid Crusaders Kids Club brings children live entertainment each Wednesday at varying times.

#### September 2013

Each year the All Access Fashion event struts the runway with the must-wear trends of the season



and hosts the big players in the fashion industry. (The 2012 event brought Eric Damman, AAF host and costume designer of "Gossip Girl" and "The Carrie Diaries" in to host the event.)

### LANDMARK MALL

**March 28-April 14, 2013**

Reithoffer Shows Carnival

### FASHION CENTRE AT PENTAGON CITY

**November 9–December 24**

Santa will be available daily; hours and photo package pricing available at [fashioncentre.pentagon.com](http://fashioncentre.pentagon.com).

**November 15 from 6-9:30 p.m.**

Join the Fashion Centre at Pentagon City for a night of fashion. Shoppers will enjoy one-night-only discounts, hors d'œuvres from Harry's Smokehouse, music and entertainment. The first 200 customers will receive swag bags and \$250 American Express holiday shopping sprees will be given to two lucky winners.

**November 25 and December 2 from 6-8 p.m.**

Bring your furry friends to have their holiday photo taken with Santa. All animals must be on a leash or in a cage. Domestic pets only; no exotic pets allowed. Please use the Hayes Street entrance next to Brookstone to enter the mall.

**December 6 from 6-9:30 p.m.**

The Fashion Centre at Pentagon City is partnering with Uptown Magazine to bring together luxury retailers and consumers. For every \$100 spent at participating retailers, shoppers will receive a raffle ticket to be entered to win luxurious giveaways.

Participating retailers include: Godiva, Henri Bendel and Michael Kors. Guests are invited to jam out to music tunes, nibble on finger foods and get a jump start on holiday shopping.

### MANASSAS MALL

**December 1 at 1 p.m.**

Join Osbourn High School Marching Band and Santa as they parade around the mall to holiday music. Also stop by and purchase beautifully crafted holiday ornaments as a fundraising initiative by The Battlefield Young Marines near Walmart and JCPenney from 11 a.m.-4 p.m.

**December 12 at 6:30 p.m.**

Meet the big man in red daily in the J.C. Penney court section of the mall.

**Through December 24**

Join Santa in JCPenney Court at the Santa set for story time.

### BRAMBLETON TOWN CENTER

**November 24**

Help out your community by shopping on Small Business Saturday

**Through December 7.**

During the Town Center Holiday Shopping Spree enter to win a \$1,000 shopping spree and matching donation to local school of your choice.

**December 8**

Jingle Bell Run/Walk, Carriage Rides, HOA's Holiday Open House

**December 31**

New Year's Eve Ringing In Hope Charity Run/Walk

lic into the trendsetters' circle to experience the frenzy typically reserved for fashion insiders. Numerous attractions cater to a larger margin of clientele by offering more recreational and entertaining activities, transforming the shopping venue into a community gathering point.

Fairfax County Public Schools holds their annual College Fair at Fair Oaks Mall with more than 10,000 students in attendance and 300 colleges and universities represented. Fair Oaks Mall often opens its doors to invite more community-focused initiatives for the public to participate in. Expos instructing customers of helpful tips for home improvements, healthy lifestyles, green gardens and more are routine on Fair Oak's calendar of events.

Most every community retail center

the holiday season. Photo opportunities with Santa will be available from November 9 through December 25, with pet sessions from November 24 to December 2. During the Holiday Shopping Night Out on November 15 from 6-9:30 p.m., the Fashion Centre at Pentagon City invites shoppers to enjoy one-night-only discounts, hors d'œuvres from Harry's Smokehouse, music and entertainment. The first 200 customers will receive swag bags and two lucky customers will win a \$250 American Express holiday shopping spree. (Happy Holidays!)

Alexandria's Old Town Boutique District presents their Window Wonderland from November 23 through December 9 when local boutiques decorate their storefronts in hopes of earning the customers' vote for best holiday window display.

Every year around the holidays Brambleton Town Center holds their Holiday Shop-

ping Spree where shoppers can enter to win \$1,000 in gift cards plus a matching \$1,000 donation to a local school of the

winner's choice. This year's Holiday Shopping Spree runs from November 15 through December 7.

## THE BENEFITTED SHOPPER

In the market for a little light pampering? Well good news, when it comes to shopping, you don't have to be a celebrity to be treated like one. Get the VIP treatment while you indulge in some retail therapy.

Separate from the programs and incentives that individual stores offer, malls have developed benefits and membership programs to show shoppers just how much they value their customers' presence. Find out what advantages and opportunities are achievable and see how many deals the savviest of shoppers can really rack up.

Media outlets are the quickest, easiest and cheapest way to learn about promotions, sales and events. Check out a venue's Facebook or Twitter page to find updates on what's happening around town. Most every shopping center has a general e-mail club which sends information straight to the shopper. Register on the venue's website to receive exclusive e-mails about the latest news, sales and

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hosts an event to celebrate the winter holidays. Here are just some of the wintertime festivities to note for the coming season:

From November 8 through December 24, Fair Oaks Mall will hold the interactive Ice Palace experience, which includes visits with Santa. Families are welcome to bring their pets in for photos with Santa during Santa Paws hours and with each specially-designated photo package purchase, Fair Oaks will make a \$10 donation to the Fairfax County Animal Shelter. "In 2011, we hosted close to 200,000 Ice Palace visitors having their photos taken with Santa," shares Ed Cassidy, the marketing and sponsorship director for Fair Oaks Mall.

Virginia Gateway (November 11 from 5-7 p.m.) and Fairfax Corner (November 9 from 6-8 p.m.) kicks off the holiday season with a large Tree Lighting event complete with horse and free carriage rides, carolers, crafts, hot chocolate, cookies and a visit from Santa.

The Fashion Centre at Pentagon City provides a few ways to celebrate

# SHOPPING MECCAS OF NORTHERN VIRGINIA

Where they are, what they are doing, and how you can save money while shopping



INDOOR



OUTDOOR



UNDER RENOVATION

## Ballston Common Mall

**4238 Wilson Blvd., Arlington**  
[ballston-common.com](http://ballston-common.com)  
52 stores, 30 services, 1 movie theater, 25 restaurants  
Membership benefit program: Ballston Common Mall e-club; [ballston-common.com/go/emailregister.cfm](http://ballston-common.com/go/emailregister.cfm)

## Dulles Town Center

**21100 Dulles Town Circle, Dulles**  
[shopdullestowncenter.com](http://shopdullestowncenter.com)  
112 stores, 30 services, plans for movie theater in a couple years  
33 restaurants  
Membership benefit program: Dulles Town Center email club; [shopdullestowncenter.com/email](http://shopdullestowncenter.com/email)

## Fair Oaks Mall

**11700 Fair Oaks Mall, Fairfax**  
[shopfairoaksmall.com](http://shopfairoaksmall.com)  
114 stores, 24 services  
34 dining and food specialty options  
Membership benefit program: eBulletin; [shopfairoaksmall.com/register](http://shopfairoaksmall.com/register)

## Fashion Centre at Pentagon City

**1400 S. Hayes St., Arlington**  
[fashioncentrepentagon.com](http://fashioncentrepentagon.com)  
72 stores, 21 services  
19 restaurants  
Membership benefit program: Join their Mall Insider Club and get emails on deals, events and news.

## Landmark Mall

**5801 Duke St., Alexandria**  
[landmarkmall.com](http://landmarkmall.com)  
58 stores, 27 services  
7 dining options  
Membership benefit program: none

## Leesburg Corner Premium Outlets

**241 Fort Evans Road NE, Leesburg**  
[premiumoutlets.com](http://premiumoutlets.com)  
110 stores  
6 restaurants  
Membership benefit program: VIP Shopper Club; [premiumoutlets.com/vip](http://premiumoutlets.com/vip)

## Manassas Mall

**8300 Sudley Road, Manassas**  
[manassasmall.com](http://manassasmall.com)  
48 stores, 12 services  
10 restaurants  
Membership benefit program: none

## Potomac Mills Mall

**2700 Potomac Mills Circle, Woodbridge**  
[potomacmills.com](http://potomacmills.com)  
162 stores, 22 services, 1 movie theater  
24 restaurants  
Membership benefit program: Find deals, events and news online; [simon.com/mall/Deals.aspx?id=1260](http://simon.com/mall/Deals.aspx?id=1260)

## Springfield Town Center

**6500 Springfield Mall, Springfield**  
[springfieldtowncenter.com](http://springfieldtowncenter.com)  
150 stores and restaurants  
Membership benefit program: N/A

## Tysons Galleria

**2001 International Drive, McLean**  
[tysonsgalleria.com](http://tysonsgalleria.com)  
84 stores, 13 services  
11 restaurants  
Membership benefit program: The Club at Tysons Galleria: Exclusive Promotions, hottest deals, upcoming event alerts; [tysonsgalleria.com/the-club](http://tysonsgalleria.com/the-club)

## Tysons Corner Center

**1961 Chain Bridge Road, McLean**  
[shoptysonson.com](http://shoptysonson.com)  
208 stores, 1 movie theater  
47 restaurants  
Membership benefit program: Tysons Corner Center Shopper Rewards Program

## Fairfax Square

**8075 Leesburg Pike, Vienna**  
[theshopsatfairfaxsquare.com](http://theshopsatfairfaxsquare.com)  
1 restaurant (Chef Geoff's Tysons), 2 service (Elizabeth Arden Red Door Salon and Equinox), 2 stores (Hermès of Paris and Tiffany & Co.)  
Mara Olguin

## Brambleton Town Center

**42395 Ryan Road, Brambleton**  
[brambleton.com/towncenter](http://brambleton.com/towncenter)  
46 stores/offices  
17 restaurants/dining options  
Membership benefit program: None, however property management company (Rappaport) sends a quarterly "Cinema Clips" coupon booklet to residents and other households in the nearby ZIP codes

## The Market Common Clarendon

**2700 Clarendon Blvd., Arlington**  
[marketcommonclarendon.net](http://marketcommonclarendon.net)  
21 stores, 7 services  
10 restaurants  
Membership benefit program: None

## Crystal City Shops

**2100 Crystal Drive, Arlington**  
[thecrystalcityshops.com](http://thecrystalcityshops.com)  
51 stores, 49 services  
42 restaurants  
Membership benefit program: None  
Coming soon: contemporary Wi-Fi customer dining lounge, Mind Your Body Oasis and several other dining options

## Fairfax Corner

**4100 Monument Drive, Fairfax**  
[fairfaxcorner.com](http://fairfaxcorner.com)  
Over 20 stores & over 12 service businesses (Salons, etc.) & 1 movie theater  
15 restaurants  
Membership benefit program: None

## Fair Lakes

**12500 Fair Lakes Circle, Fairfax**  
[fairlakes.com](http://fairlakes.com)  
31 stores, 26 services  
29 restaurants  
Membership benefit program: Fair Lakes e-mail List; [shopfairlakes.com/email.cfm?id=8](http://shopfairlakes.com/email.cfm?id=8)

## Mosaic District

**2910 District Ave., Fairfax**  
[mosaicdistrict.com](http://mosaicdistrict.com)  
19 stores, 3 services  
7 restaurants, 4 dining  
Membership benefit program: N/A  
Coming soon: retail space additions expected in 2014

## Old Town Boutique District

**Old Town, Alexandria**  
[oldtownboutiquedistrict.com/maps](http://oldtownboutiquedistrict.com/maps)  
[oldtownboutiquedistrict.com](http://oldtownboutiquedistrict.com)  
35 stores  
e. n/a  
Membership benefit program: Boutique Buzz; [oldtownboutiquedistrict.com/about/gettheboutiquebuzz](http://oldtownboutiquedistrict.com/about/gettheboutiquebuzz)

## Old Town Manassas

**9431 West St., Manassas**  
[visitmanassas.org](http://visitmanassas.org)  
29 stores  
16 restaurants

Membership benefit program: Historic Manassas Inc.; [media.visitmanassas.org/join](http://media.visitmanassas.org/join)

## Pentagon Row

**US 1, Arlington**  
[pentagonrow.com](http://pentagonrow.com)  
26 stores  
18 restaurants  
Membership benefit program: Pentagon Row E-Member; [pentagonrow.com/contactus/joinemallist.php](http://pentagonrow.com/contactus/joinemallist.php)

## Reston Town Center

**11900 Market St., Reston**  
[restontowncenter.com](http://restontowncenter.com)  
50 stores, 16 services, 1 movie theater  
35 restaurants  
Membership benefit program: [restontowncenter.com/enews](http://restontowncenter.com/enews)

## Stonebridge at Potomac Town Center

**14900 Potomac Town Place, Woodbridge**  
[stonebridgeptc.com](http://stonebridgeptc.com)  
20 stores  
12 restaurants  
Membership benefit program: Stonebridge News & Events; [stonebridgeptc.com/sign-up](http://stonebridgeptc.com/sign-up)

## Villages at Leesburg

**1602 Village Market Blvd., Leesburg**  
[villageatleesburg.com](http://villageatleesburg.com)  
34 stores  
8 restaurants  
Membership benefit program: Village at Leesburg E-Club; [villageatleesburg.com/email](http://villageatleesburg.com/email)

## The Village at Shirlington

**Campbell Avenue, Arlington**  
[villageatshirlington.com](http://villageatshirlington.com)  
10 stores, 16 services, signature theatre, 1 movie theater, 1 library  
25 restaurants  
Membership benefit program: Shirlee Mail; [villageatshirlington.com/sign-up](http://villageatshirlington.com/sign-up)

## Virginia Gateway

**Linton Hall Road, Gainesville**  
[vagateway.com](http://vagateway.com)  
Over 40 stores & over 20 service businesses (Salons, etc.)  
25 restaurants  
Membership benefit program: None

goings-on.

Signing up to join shopping center's insider clubs is also a way to automatically enter into raffles for a chance to win a breadth of prizes.

Leesburg Premium Outlets defines their VIP Shopper Club as a free, membership-based club that allows members to enjoy exclusive online coupons, a voucher for a free VIP Coupon Book, insider info from vendors and e-mail updates on upcoming sales and events. In addition to receiving shopping center updates and sale information, VIP Shopper Club members receive free access to the online VIP Lounge—a password-protected portion of their website where visitors can find exclusive coupons from merchants.

Ballston Common Mall, Dulles Town Center, Fair Oaks Mall, Fashion Centre at Pentagon City, Old Town Boutique District, Reston Town Center and the Village at Shirlington also host insider clubs for shoppers that are free and easy to enroll in.

Tysons Corner Center takes their rewards program a step further by showing the value of each dollar spent at any and every store in the mall. Once the free registration for Tysons Corner Center Shopper Rewards Program is completed, customers are able to track their spending and rewards through a website and mobile app. But to start earning rewards, buyers need to bring their receipts to the concierge desk.

In a single day, if a customer spends a total of \$250 they receive one free valet parking valid for 30 days. In a single month, if a customer spends \$500 solely at the restaurants they get a \$25 gift card to the mall and if they spend a total of \$5,000 anywhere in the mall during a one-month period, they get a \$50 gift card.

Each month Tysons Corner Center features one lucky retailer as Shopper Rewards Retailer of the Month. Points are doubled for all purchases at the retailer of the month.

Don't miss out on any of the savings. Get in the know and stay in the now with helpful tips and tricks from the insider programs.

An advertisement for Oasis Nail & Spa. The background is white with scattered pink flower petals. At the top, the word "Oasis" is written in a large, elegant, purple script font. Below it, "NAIL & SPA" is written in a smaller, purple, sans-serif font. A dark purple banner with white text in the center reads: "Specializing in UV gels & Shellac gel manicures. Spa pedicures with hot stone. Please call for an appointment. Walk-ins are Welcome!". Below the banner, the address "21735 Shellhorn Road, Ashburn, VA 20147" and phone number "703-726-9890" are listed in a purple, sans-serif font. At the bottom, there is a close-up photograph of a hand with a pink manicure holding a pink flower.

**Oasis**  
NAIL & SPA

Specializing in UV gels & Shellac gel manicures.  
Spa pedicures with hot stone.

Please call for an appointment. Walk-ins are Welcome!

**21735 Shellhorn Road, Ashburn, VA 20147**  
**703-726-9890**

An advertisement for Plato's Closet. The top left has a red box with white text: "A Cool New Place to Buy and Sell Gently Used Brand Name Clothes and Accessories". To the right is a photo of a smiling woman in a winter hat. Below the red box is the "PLATO'S CLOSET" logo in red and black. To the right of the logo is a photo of a smiling couple in winter clothing. At the bottom left is a small photo of a woman in a blue hat. The bottom right has a grey box with white text: "45591 Dulles Eastern Plaza, Suite 138 Sterling, VA 20166 | 703-421-8470 platosclosetdullesva.com".

A Cool New Place to Buy and  
Sell Gently Used Brand Name  
Clothes and Accessories

**PLATO'S**  
CLOSET

45591 Dulles Eastern Plaza, Suite 138  
Sterling, VA 20166 | 703-421-8470  
platosclosetdullesva.com

## FASHIONABLE DINING

Say goodbye to the days of fast food restaurants as the only dining option at the mall. No longer do customers have to venture to the food court to quench their shopping-induced appetite on fried, greasiness.

Shopping centers have incorporated such impressive restaurants that the retail aspect of a mall is sometimes not even a consideration in choosing a dining destination. Malls and town

centers are revamping their mundane selection of munchies and replacing them with trendy dining venues that provide a stylish ambiance and a satisfying menu to match.

As far as indoor destinations go, dining directories can range from nice, sit-down restaurants to quick and easy fast food hot spots to the commonly expected specialty chains found at most area malls.

In recent years, Tysons Corner Center has so successfully updated their



dining choices, giving clients even more excuses to pay a visit to the nationally recognized shopping destination. Tysons Corner Center, Fairfax Square and Tysons Galleria veer from the simple food court choices, offering some of the more enticing options for meals at the mall with a list of notable restaurants like Chef Geoff's Tysons, Gordon Biersch Brewery, P.F. Chang's, Coastal Flats, Brio Tuscan Grill, La Sandia Mexican Kitchen and Bar and Seasons 52.

Whether catering to an appetite for American, Italian, Thai or seafood, malls in the Tysons Corner area provide some of the more unique and chic restaurants to pair with their sleek selection of the most sought-after retailers. For more low-key, sit-down restaurant options, Ballston Common, Fair Oaks and Dulles Town Center are worthy contenders (Ballston: Rock Bottom Restaurant and Brewery, Union Jack's British Pub; Fair Oaks: Texas de Brazil; Dulles: Benihana).

At many of the outdoor venues, restaurants are the main allure while the clothing and retail stores are really just the side acts.

The Village at Shirlington boasts a wide array of fine restaurants for Indian, Mexican, American, Italian and Thai cuisine, with stores and services scattered throughout the neighborhood. The Market Common Clarendon, Fairfax Corners and Virginia Gateway offer a more equivalent ratio of restaurants to retailers.

Food establishments and fashion stores are interspersed in these town centers, creating a casual mix of attractions. "The dining options at Virginia Gateway really give the surrounding community of Gainesville many convenient places to choose from," notes marketing director Brie Cargill.

While food courts and fast food options are still available—and probably the most prevalent dining option at most malls—there are many alternatives available. Retail destinations continue to update their eateries in an effort to improve customer service, convenience and overall experience. 🏡



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