



From its location in the heart of Fresno—conveniently situated between Highways 41 and 168—Fashion Fair dominates the retail scene in Fresno and a primary market that extends outside the city limits. A booming economy that’s seen Fresno reach beyond its agricultural roots to become an important center for manufacturing and distribution, allowed the mall’s trade area to grow by 9% over the last five years.

Overview

SIZE | 956,122 sf

LEVELS | 1

POPULATION | 914,494

THEATER | No

FOOD COURT | Yes

ANCHORS | Macy’s Men/Children, Macy’s Women/Home, Forever 21, JCPenney

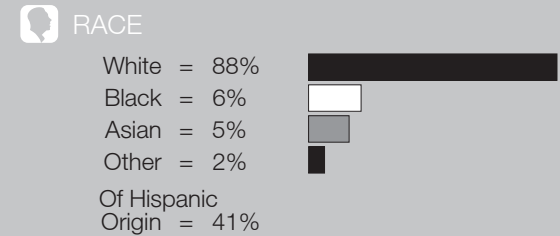
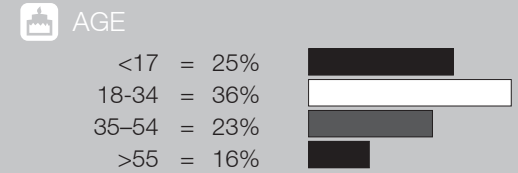
STORES | 150+

Abercrombie & Fitch, Aeropostale, American Eagle Outfitters, Anthropologie, Apple, Bath & Body Works, BCBGMAXAZRIA, bebe, BJ’s Restaurant & Brewhouse, Brookstone, Charlotte Russe, Charming Charlie, The Cheesecake Factory, The Children’s Place, GameStop, Gap, Guess, Victoria’s Secret, Wet Seal

AVERAGE MONTHLY VISITS | 1,191,667

AVERAGE HH INCOME | \$64,173

GENDER | Male = 50%
Female = 50%



Eye Shop, EYE™ ©. Sources include: ShopperTrack, Scarborough 2009 Release 2, Mall Partner Reporting and the EYE Adult Shopper Profile 2009

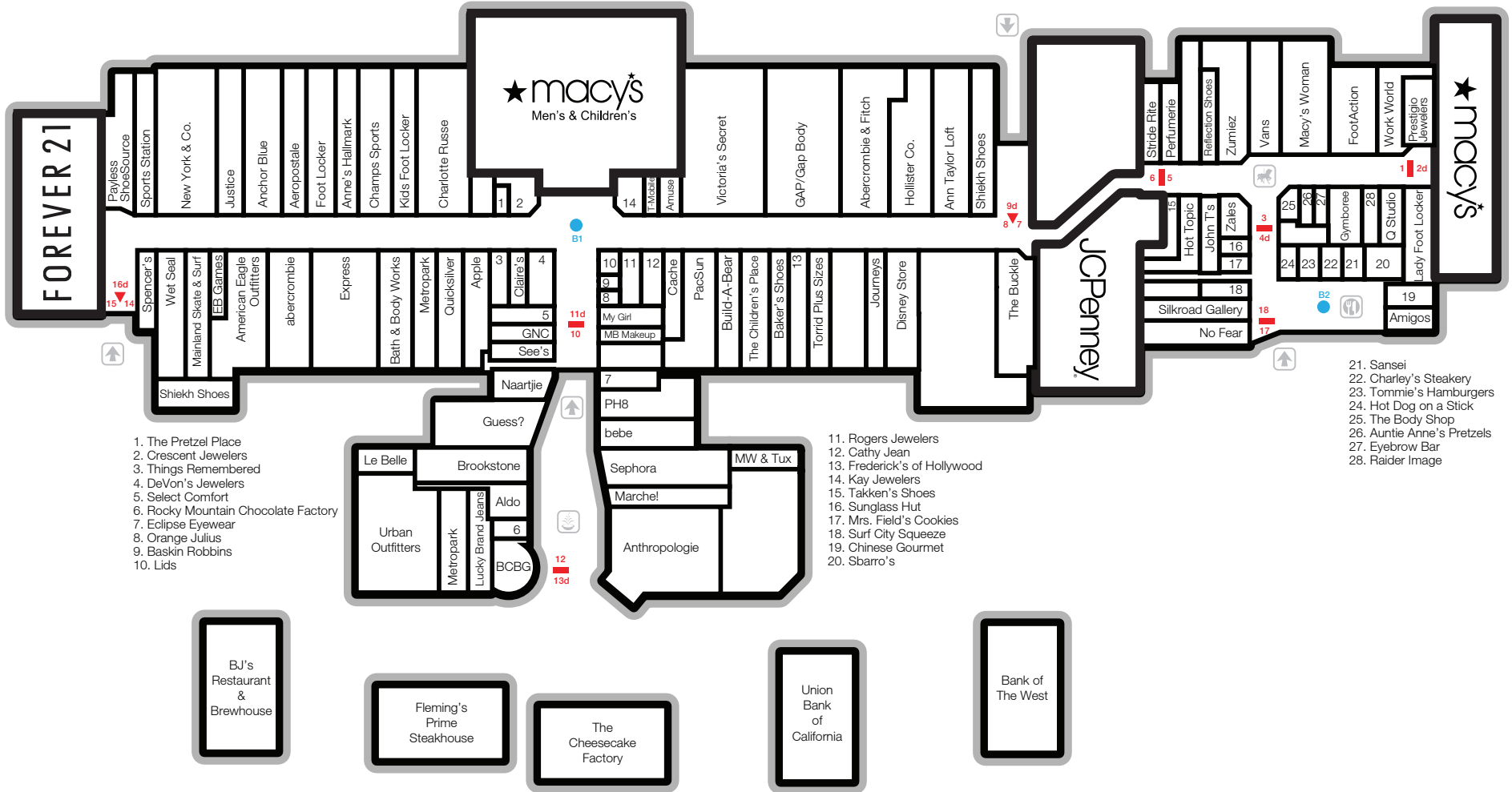
Fashion Fair

645 East Shaw Ave., Fresno, CA 93726

SALES 1 877 393 6671 eyecorp.com



d – directory
 B – 10'x14' banner



Fashion Fair

645 East Shaw Ave., Fresno, CA 93726

SALES 1 877 393 6671 eyecorp.com

