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One of the South Bay’s premiere retail hotspots is ramping up its offerings in the coming months.

Santana Row is slotted to bring shoppers two new retailers, a Mediterranean restaurant and an expansion of a brand that has already proven successful at the shopping center.

Two retailers will be moving into H&M’s former Santana Row storefront, which will be split to become two stores. The H&M closed in March after a more than 12-year-run at the shopping center.

Women’s clothing brand Evereve will go into H&M’s former space, that is currently under construction. The roughly 3,200 square foot store is set to open in the first quarter of 2025.

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Performance apparel brand Vuori is expanding its current Santana Row footprint and moving in next-door to Evereve. The brand will be taking over the rest of H&M’s former space, totaling around 3,500 square feet. This is a jump from the brand’s current storefront in Santana Row, about 2,000 square feet.

“They want to expand to be able to carry more merchandise and have a better presentation,” said Christian Irwin, Federal Realty’s vice president, west coast leasing.

Federal Realty is the owner and developer of San Jose’s Santana Row.

The original Vuori store in Santana row, was the brand’s first storefront in the South Bay, according to Irwin. The larger Vuori store will open in the first quarter of 2025.

Beauty brand Bluemercury is another one of the retailers entering Santana Row. The brand sells customers a range of skincare, haircare and makeup products. The beauty store will be opening in the 2024 holiday season, but a specific date was not set as of late October.

“In today’s retail, more boutique style stores and tenants resonate really well with the customers,” Irwin said. “I think that’s one of the special elements to Santana Row.”

Mediterranean restaurant Augustine, a product of local restaurant company Bacchus Management Group, is hopeful to open before the end of the year. The menu of the incoming restaurant was designed with sharable meals in mind with pricing that is moderate relative to the market.

The four incoming businesses are all on long term leases, which Irwin described as five or more years.

He said turnover is natural in the lifetime of a shopping center.

“We embrace it,” Irwin said. “We think its an opportunity to go out and find the next new brand or bring in a brand that we think will resonate well with our customers.”

This month, a Porsche pop up shop opened in Santana Row. The Porsche NOW Pop-Up is the luxury, the German carmaker's first temporary sales environment of this kind in the U.S. Customers can visit to see the latest models, and experience customization options. Porsche described it as "an interactive, sensory-driven space, blending the past and future of Porsche with cutting-edge digital experiences." The pop up is planned to be in the shopping center until the end of 2025. Irwin said there is the possibility that it's presence could extend longer.

"What we really love is emerging retailers – whether its their first store in the U.S., like the Porsche NOW concept, or their first store in the Bay Area," Irwin said.

In Santana Row – with more than 80 retail doors – Federal Realty aims to curate a mix of brands that customers are familiar with along with some brands that they might be seeing for the first time, Irwin said. This way, people may come for a store that they know but get introduced to something new while they are at the shopping center. It is a strategy the team has leaned into in the past 10 years, Irwin said.

"That notion of discovery is important in a retail landscape," Irwin said.

T H E L I S T

Retail Centers in Silicon Valley

Sq. ft. of gross leasable area