



MESSAGING



THE APPROACH

THE DRAW

“So, where should we meet?”

We are all looking for the perfect, best-in class answer to this question. We are always searching for a place in the Triangle where we can discover high-end brands, indulge in our distinct tastes, share curated experiences, upscale meals, games, movies, and more - and do it all - in one gorgeous place.

Something specific might get you to Fenton, but ultimately what you remember after leaving is the destination itself - the beautiful people, the deluxe shopping, the special feeling, the energy, the moments - the place where all those things **meet**.

And that **experience** is what keeps you coming back.



The answer to
“where should we go?”
is always:

“Meet me at Fenton”





COMMUNICATION STRATEGY

To meet is to connect - to inspire being in the same place at the same time.

We position Fenton as the ultimate upscale shopping and dining destination in the Triangle and **the only place to meet** for unique stores, best in class restaurants, and a campus full of delightful opportunities for fabulous fun. It's a built-in call to action to do something different, something special.

With so many potential expressions of "meet", the campaign opportunities are endless - bringing much needed **depth** to the overall brand, and kindling new and interesting ways to launch partners, introduce events, inspire celebration and invite customers.



THE NUTS & BOLTS

MEET FENTON



Designed to be
curated and distinctive.

Carefully chosen, exclusive and high-end - the new breed of brands at Fenton are unlike anywhere else in the Triangle.



Where you come to play and
stay all day.

A playground for the senses, at Fenton there is a whole world to discover, eat, engage with and indulge in. Give yourself the day of your dreams at Fenton.



Discover
the new premium way to shop.

Where open-air, sparkling streets, and bustling energy meets award winning chefs. At Fenton, shopping becomes more than a to-do list - it's an encounter with luxury.

CURATED AND DISTINCTIVE

Meet “Faherty” IRL.

You've heard of them, maybe you've seen them online or on instagram - but introducing top-tier, quality brands like Faherty - allowing you to try them on in an actual store - is one of the best parts about shopping at Fenton. **Meet the brands you love, in real life at Fenton.**

Retail that meets your highest standards.

You KNOW you will find what you are looking for and something even better. All of the brand partners at Fenton have been **hand selected** to pass the Fenton taste test - and their collections share one thing in common: quality.

Finally, a Triangle destination that meets your expectations.

Whether you crave the latest Nike drop, a luxurious four course meal, or clothes designed with your body type in mind - the feeling at Fenton is that we've created it just for you, and you can't find it anywhere else. **Meet Fenton, exclusively designed with you in mind.**

STAY ALL DAY

Surprise yourself with an exceptional experience.

Avoid traffic, park easily and see what happens. With stores you can't find anywhere else, take your time and explore everything that Fenton has to offer. **There's no other place** you can end your shopping day with a meal prepared in the test kitchen of a Michelin pedigree chef.

Designed for moments to remember.

We pack our calendars with events designed to foster connections amongst the dynamic and diverse community of Cary and beyond. Practically any day at Fenton has something happening worth celebrating - so don't forget your camera and tell your crew to **meet you at Fenton.**

Bring your dog.

Bring your kids, bring your wife, bring your besties, bring your mom, bring your roommate, bring your family, bring the boys, bring your team - and most importantly, **please bring your dog.** We really want to meet them.

THE NEW PREMIUM WAY TO SHOP

It feels different at Fenton.

Every nook and cranny of the Fenton campus was designed to inspire and entice those with a discerning eye. We've gone out of our way to commission local artists and create seasonal touches to enhance your experience - **meet something exceptional around every corner at Fenton.**

Take your breaks in style.

Whether your breather is a wine tasting, a facial or a culinary adventure at M test kitchen- in between stores Fenton offers a gastronomical wonderland - the most premium interludes you can imagine. Fenton is the only destination in the Triangle where **you can rendezvous with designer collections and culinary artistry.**

Where retail meets therapy.

Indulge in a day at Fenton. The charming streets, the endless opportunity to meet, relax and treat yourself. Every store, restaurant and service at Fenton meets the highest of standards cementing it as the retail therapy destination of the Triangle.



THE EXPRESSION



MEET CURIOSITY
MEET INSPIRATION
MEET RELAXATION
MEET SPORT
MEET PLAY
MEET FLAVOR
MEET FENTON



MANIFESTO

Meet me at Fenton

TO INDULGE!
TO DINE!
TO CHEERS!
TO RELAX!
TO EXPLORE!

Step into a world where luxury waits for you around every corner, and immerse yourself in an exquisite environment we've curated just for you.

At Fenton, you can escape into a portal of discovery and dreams - where a new adventure beckons you at every turn, and each moment is an introduction to our unique expression of sophistication.

Here, family feels like royalty, friends transform into kindred spirits, and strangers become fellow explorers on a journey to uncover the only way to indulge your distinctive tastes in the Triangle.

We are Fenton. And we are delighted to meet you.