

Commercial Real Estate

Showcase opens second retail store in New York City area



Showcase has just opened a second store in the New York City area.

SHOWCASE



By [Julian Nazar](#) – Staff Reporter, New York Business Journal
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IN THIS ARTICLE

Showcase, an Ontario-based retailer that sells viral products in categories such as health, beauty, and food, has opened a second location in the New York City area.

The 2,000-square-foot space, located at the Smith Haven Mall in Lake Grove, features 1,000 products grouped by category and a "Now Trending" wall, which shows all of the hot trends of that particular week.

The lease for this store is long-term.

CBRE's Adam Cummings represented Showcase in the deal. Simon Property Group, the owner of the mall, was represented in-house.

All the products in Showcases' stores are set up for customers to try out. For example, customers can cuddle with a weighted dragon in the store.

Showcase's CEO Samir Kulkarni said that one of the hot trends this season is weighted stuffed animals, which are designed to provide stress and anxiety relief.

The overarching aim of Showcases' stores is to provide customers with an interactive experience where they can engage with products and have a good time.

Kulkarni considers his stores to be a form of "retailtainment."

Showcase has 37 stores in the country and has its U.S. headquarters in New York. The social media trend store has a location at the Staten Island Mall.

"We have stores in malls all across the Northeast and Midwest as well as coast to coast in Canada," Kulkarni said. "Long Island, in particular, is of great interest to us because it's a huge population with lots of disposable income. Smith Haven is an A-level mall. It fits our real estate profile really well."

Showcase will be opening two additional stores in the New York City area in December. One will be at Long Island's Walt Whitman mall and the other at West Nyack's shopping mall Palisades Center.

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