Meet the antithesis of mall and epitome of the cosmopolitan street experience.

River Oaks District
Houston
A CUT ABOVE THE REST

The only retail format in Houston that provides the ultimate street scene, balancing the pedestrian experience with automotive convenience.

Only luxury shopping & dining project located directly inside “The Loop” (Highway 610) with 252,000 square feet of carefully-curated retail, fine-dining restaurants, street-side cafés and full-service amenity packages.

High profile tenants include, Dior, Vince, Stella McCartney, Alice + Olivia, Intermix, Theory - among others.

92,000 square feet of state-of-the-art, creative office space and 279 contemporary residential units.

Directly adjacent to River Oaks District sits one of the largest concentrations of income and buying power in the United States. Inside “The Loop”, River Oaks District has a strong captured audience.

Compared to Highland Park Village, River Oaks District has 33% more luxury shoppers within a 20 minute drive of the center.

Creates an uptown experience that lures locals and global jet setters alike through its landscape to hardscape connection, sophisticated architecture, high visibility, and amenity-rich environment.

Customizable tenant spaces provide ample visibility and a strong street-front presence.
RIVER OAKS -
A HAVEN FOR
HOUSTON’S WEALTHY

Houston is ranked as the No. 1 “market to watch” in the U.S. based on investment, development and homebuilding. (Urban Land Institute, Emerging Trends in Real Estate, 2015.)

Located in “The Loop” and directly adjacent to the most affluent community in Houston.

The River Oaks Neighborhood has 27,614 luxury market households within a 20 minute drive time.

River Oaks is the wealthiest and most expensive community in Texas and among the top ten in the United States.

River Oaks has a median household income of $250,000.
Engaged with retail industry’s foremost tourism executive who has created tourism programs for several high profile luxury developments across the United States. Tourism initiative provides exposure through:

- Representation in over 30 tourism conferences around the world
- Representation in major international markets including China and Mexico
- Partnership with Houston CVB, Brand USA, and Shop America
- Tax Free Shopping Redemption in-center location

ADVERTISING

- Retailer exposure to target customers through in-market media including print, out-of-home, direct mail and digital platforms

RETAIL CONVERSION

- Sales potential maximization through in-store events and activations
- Banner ad placement on project website homepage
- Email blast distribution to customer list (average open rate 28% vs. 17% industry average)
- Ongoing outreach to on-property apartment residents

COMMUNITY RELATIONS

- Affiliation with 30+ community partners from charitable organizations to private schools to drive direct sales and in-center activation
- Center-originated event presentations from fashion initiatives to holiday traditions

PUBLIC RELATIONS

- Consultation with top PR firm in Houston to generate substantial coverage in traditional and digital media outlets
- Local PR extension of store-driven PR outreach from store launch to ongoing event and sales programming
38 years of producing quality, award-winning, imaginative design. Everything we do at OliverMcMillan is viewed as an opportunity to mold the unexpected into an art form. We create memorable destinations and our creations are a unique blend of glamour, sophistication, charm and intimacy. Activating the senses and delivering an experience that defines the spirit of contemporary place. The essence of OliverMcMillan and our projects is reflected in their proprietary proportion and mindful design. Focusing on the relationship between buildings, people, automobiles and walkways, the pedestrian experience is balanced with the automotive convenience. Where the combination of strategy and visual artistry creates memorable experiences. OliverMcMillan’s philosophy is guided by strategy, market intelligence, rigorous planning and rational thinking. We partner with shared visionaries who have the courage, will and creativity to redefine the categories in which they compete.