

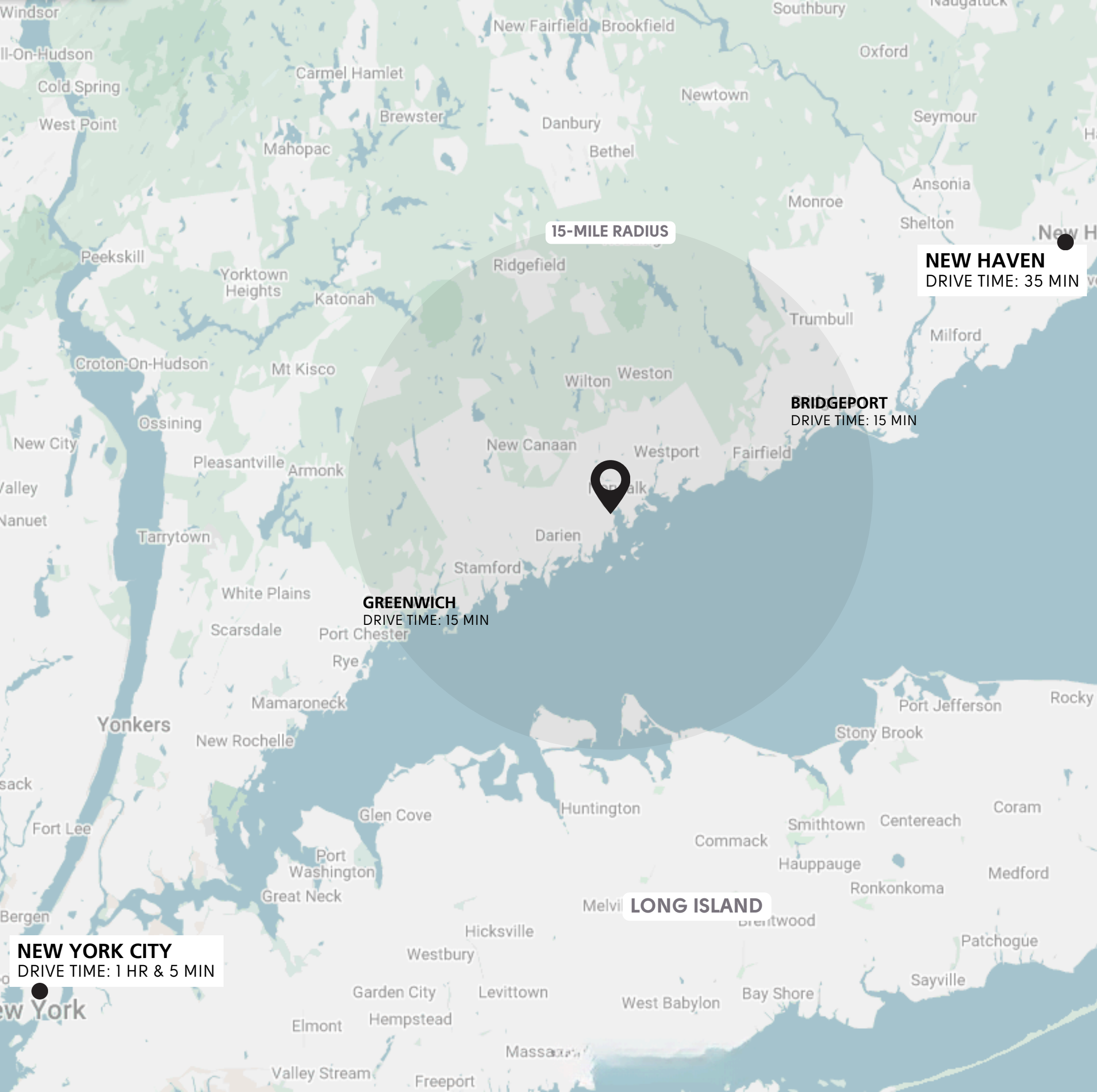
THE **SONO** COLLECTION

NORWALK | CONNECTICUT

 Centennial

Powered by Lincoln





CONNECTICUT'S GOLD COAST

WHERE COASTAL LIVING MEETS
EXCEPTIONAL WEALTH



FAIRFIELD COUNTY: POWERED BY AFFLUENCE

POSITIONED FOR GROWTH

Situated within the greater New York metropolitan area, Fairfield County serves as Connecticut's **largest and most affluent coastal market**.

Fairfield County is home to **8 out of 10 of Connecticut's highest-income communities**, including Greenwich, Darien, and Westport.

Eleven Fairfield County ZIP codes boast **average household incomes exceeding \$300,000**, with several ranking among the **wealthiest suburban communities in the United States**.

Anchored by its vibrant waterfront, historic SoNo district, Maritime Aquarium, bustling harbor, acclaimed dining scene, and diverse entertainment offerings, Norwalk continues to solidify its position as one of Fairfield County's **premier live-work-play destinations**.

Norwalk is investing **approximately \$30M** to transform its historic **Wall Street district** into a more dynamic environment improving walkability, connectivity, and strengthening long-term growth.



\$ 8/10

CONNECTICUT'S WEALTHIEST TOWNS
LOCATED IN FAIRFIELD COUNTY

64%

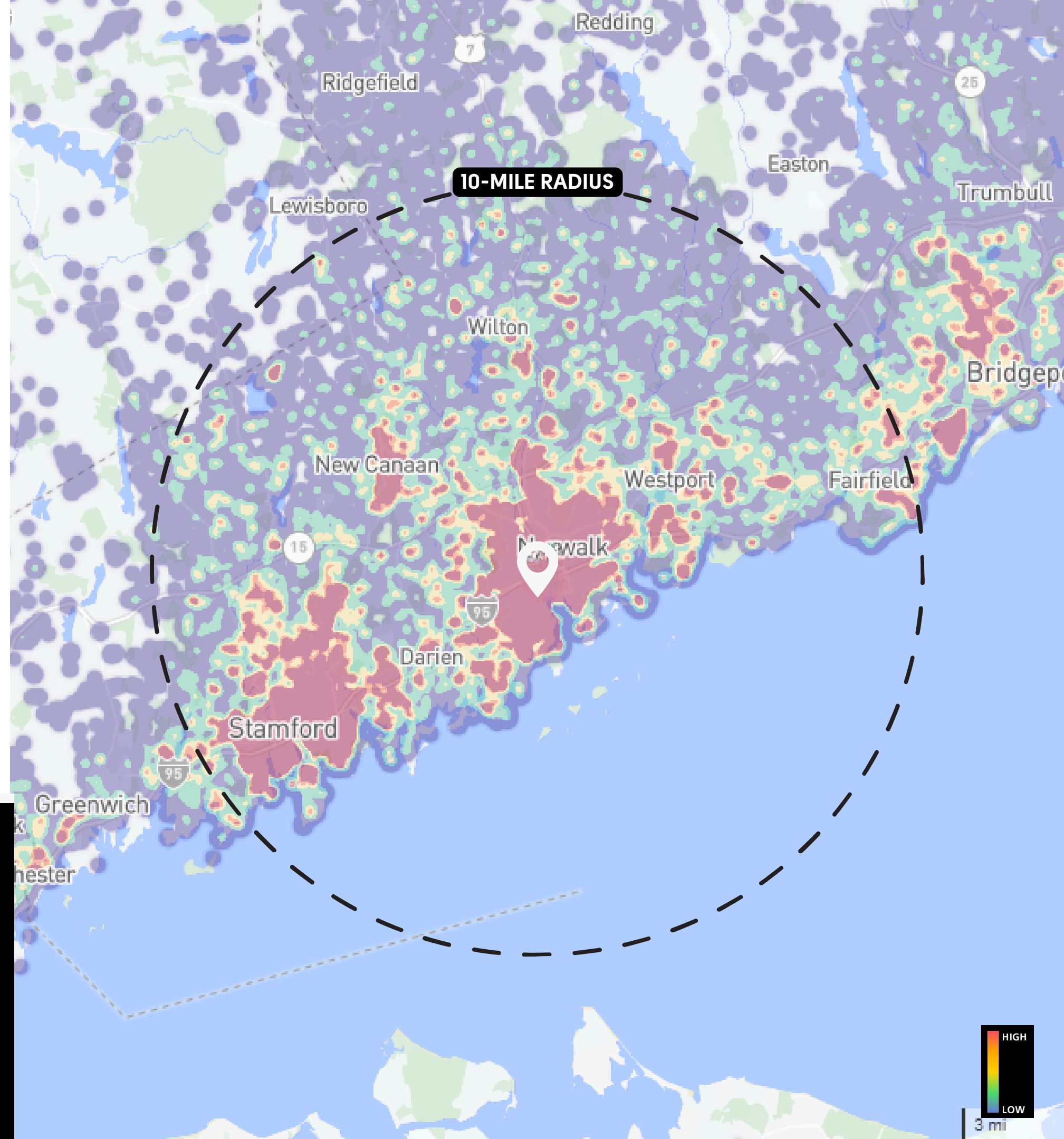
HIGHER AVERAGE HHI OF **\$137,200**
VS. THE NATIONAL AVERAGE

TRAFFIC DATA

Annual Visits **2.6M**
 Annual Avg. Visit Frequency **3.6**
 Avg. Dwell Time **66 MINS**

TRADE AREA DEMOGRAPHICS

	3-MILE	5-MILE	10-MILE
Population	89,448	139,256	384,710
Daytime Population	94,024	144,340	387,243
Households	34,171	52,170	143,871
Millennials	22%	18%	19%
Baby Boomers	23%	24%	23%
Average HHI	158,988	\$235,858	\$234,857
HHI \$200K+	22%	35%	37%
Avg Discretionary Income	\$78,001	\$95,671	\$98,562
College Degree+	67%	75%	77%



WITHIN A 5 MILE RADIUS OF THE SONO COLLECTION
MORE THAN 3,700 HOUSEHOLDS
 EARN \$500K OR MORE IN ANNUAL HHI

CORE CUSTOMER INSIGHTS

TOP PSYCHOGRAPHICS

Ultra Wealthy Families **25%**
The nation's wealthiest families.

Near-Urban Diverse Families **18%**
Middle-class diverse families living in urban or near-urban areas.

Sunset Boomers **14%**
Well-off boomers near or at retirement age living in picturesque locations.

THE SONO COLLECTION SERVES A HIGHLY AFFLUENT CUSTOMER BASE, RANKING AMONG THE **WEALTHIEST HOUSEHOLDS IN THE NATION** ACCORDING TO PLACER.AI





AN ELEVATED EXPERIENCE

The SoNo Collection offers an elevated shopping experience with an impressive lineup of sought-after brands and exciting additions on the horizon. Modern architecture, abundant natural light, and rotating art installations create a vibrant, gallery-like atmosphere that sets it apart from traditional retail destinations.

Blending style, creativity and community, **The SoNo Collection is a dynamic destination designed to inspire, connect and engage.**

Abercrombie & Fitch

NORDSTROM

L'OCCITANE



SEPHORA

WARBY PARKER

bloomingdale's

ARHAUS



ZARA

H&M

MANGO

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THE **SONO** COLLECTION

