

DALLAS
DESIGN DISTRICT

THE SEAM



ASANA PARTNERS





Introducing a premier retail destination located in the
epicenter of Dallas' most vanguard neighborhood.

WHERE LUXE & LEISURE COME TOGETHER

Centrally located in the Dallas Design District, The Seam showcases an array of concepts from upscale dining and exclusive designers, to beauty and wellness.

The Dallas Design District has steadily served as a paradigm of progression for the city regarding art, fashion, culture, and hospitality. The Seam will house these offerings in one seamless development, a collection of curated brands for locals and travelers alike to enjoy. The property will be reimaged, heavily emphasizing contemporary, street, and luxury fashion brands, making The Seam Dallas' most influential enclave.

LUXURY ELEMENTS YIELD LUXURY EXPERIENCES

The Seam offers an elevated experience for retail partners and guests visiting the project.

DETAILS & AMENITIES

Thoughtfully designed storefronts
Dallas skyline views
Stylized art highlighting the Design District
Contemporary, picturesque architecture
Uptown & Highland Park access
Lush landscaping + streetscapes
Attractive outdoor patio space
Ample, onsite surface parking

MEET THE NEIGHBORS

Carbone, Vino, Dallas Contemporary, Delilah, El Carlos Elegante, Madison Home, The Charles, The Mexican, The Virgin Hotel, Town Hearth, Luxury High-Rise Living and Various Eclectic Interior Design Showrooms and Independent Art Galleries





WHERE CULTURE

Known as the posh backdrop for the city's most forward designers and restaurateurs, the Design District offers Dallas an appeal of texture, identity, and vantage.

The Seam offers unparalleled access to the city's most lively communities. Just minutes from premier residential neighborhoods, our location connects you to Dallas' cultural and commercial hubs, making it an idyllic setting for the decorous and refined. Experience effortless connectivity with easy highway access, ensuring visitors from across the metroplex can easily reach you.

MEETS CONVENIENCE

WHERE LIFE & LUXURY MEET

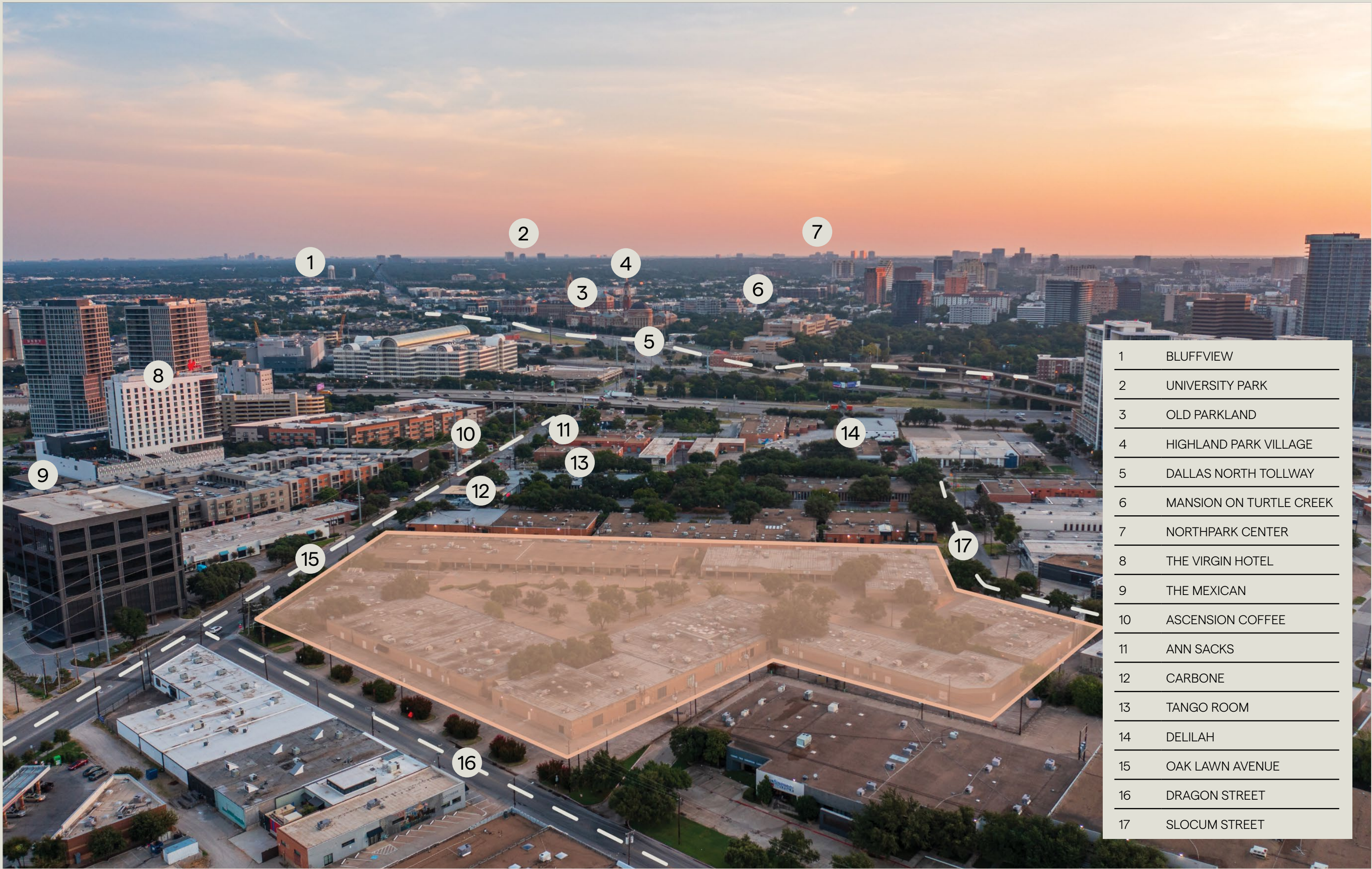
Steps away from neighborhood landmarks such as Carbone, The Virgin Hotel, Katy Trail Connector, The Charles, and the Dallas Contemporary – The Seam is located at the cultural epicenter of the Dallas Design District.

DESIGN DISTRICT VS OTHER RETAIL CORRIDORS

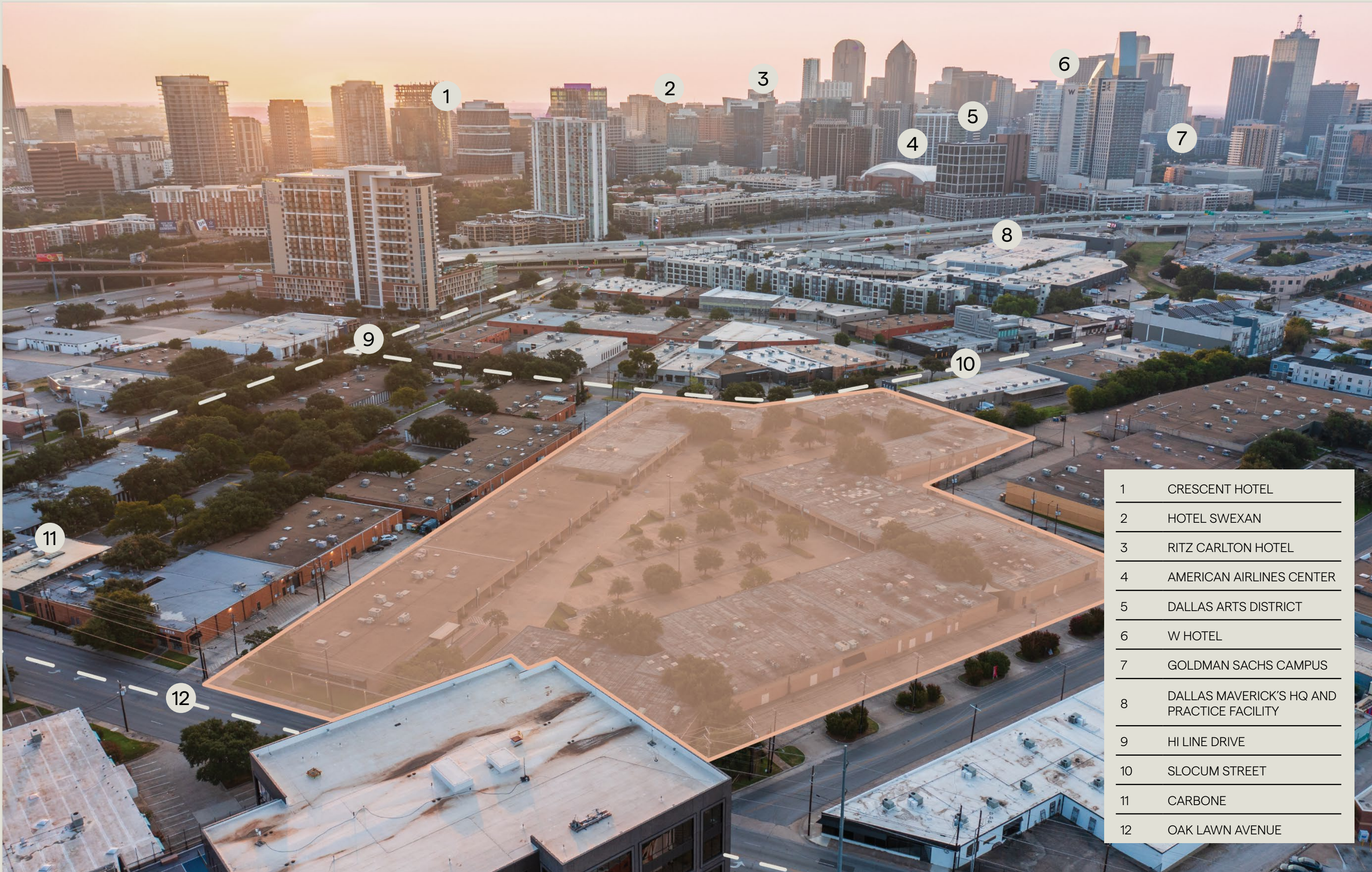
CORRIDOR (MSA)	VISITORS	# OF VISITORS	VISIT FREQUENCY	AVG DWELL TIME (MIN)
DESIGN DISTRICT (DALLAS)	2,400,000	7,800,000	3.32x	345
DESIGN DISTRICT (MIAMI))	1,700,000	4,600,000	2.79x	109
HENDERSON DISTRICT (DALLAS)	1,600,000	6,800,000	4.31x	165
HIGHLAND PARK VILLAGE (DALLAS)	688,000	2,400,000	3.52x	91
KNOX DISTRICT (DALLAS)	2,400,000	12,300,000	5.12x	179
MEATPACKING DISTRICT (NEW YORK)	3,100,000	6,500,000	2.08x	155
MELROSE SHOPPING DISTRICT (LOS ANGELES)	2,700,000	7,000,000	2.55x	89
PALISADES VILLAGES (PACIFIC PALISADES)	398,300	1,700,000	4.23x	72
THE HEIGHTS (HOUSTON)	3,700,000	25,900,000	6.95x	190

RANGE FROM NOV 1, 2022 THROUGH OCT 31, 2023





1	BLUFFVIEW
2	UNIVERSITY PARK
3	OLD PARKLAND
4	HIGHLAND PARK VILLAGE
5	DALLAS NORTH TOLLWAY
6	MANSION ON TURTLE CREEK
7	NORTHPARK CENTER
8	THE VIRGIN HOTEL
9	THE MEXICAN
10	ASCENSION COFFEE
11	ANN SACKS
12	CARBONE
13	TANGO ROOM
14	DELILAH
15	OAK LAWN AVENUE
16	DRAGON STREET
17	SLOCUM STREET



1	CRESCENT HOTEL
2	HOTEL SWEXAN
3	RITZ CARLTON HOTEL
4	AMERICAN AIRLINES CENTER
5	DALLAS ARTS DISTRICT
6	W HOTEL
7	GOLDMAN SACHS CAMPUS
8	DALLAS MAVERICK'S HQ AND PRACTICE FACILITY
9	HI LINE DRIVE
10	SLOCUM STREET
11	CARBONE
12	OAK LAWN AVENUE

THE INTERSECTION OF

A tailored design for a destination as unique as its visitors, The Seam appeals to the urban aesthete.



INGENUITY AND FUNCTION





A DYNAMIC SPACE DESIGNED FOR BRAND EXPRESSION

The Seam's building plan fosters brand prominence, making it an integral part of Dallas' vibrant retail landscape. With flexible layouts and high-visibility locations, storefronts can be customized through external brand and marketing expressions, drawing in the diverse and discerning audience that The Seam attracts. Each space is a blank canvas, allowing you to create quality finishes that speak to the Dallas clientele. The Seam is not just a space for brands to occupy but to break through local culture and cultivate brand recognition and equity for years to come.





VISIONARIES

Collaborate with the experts shaping the future of the Dallas Design District.

Asana Partners, known for their deep market knowledge and transformative projects, and Shop Cos., the experts in connecting brands with thriving communities, are here to offer a collaborative foundation for your brand in Dallas, Texas. Your vision and our partners' expertise create a framework for thriving in Dallas' dynamic retail landscape.

Ready to take the next step? Contact our leasing team today and secure your place at The Seam, where opportunity inspires innovation.

OF THE SEAM



OWNERSHIP

Asana Partners is a real estate investment firm creating value in vibrant neighborhoods by leveraging vertically integrated capabilities and retail expertise. Managing more than \$7 billion in neighborhood assets nationwide, Asana Partners is driven by a relentless commitment to enriching lives and transforming cities. The firm champions a strong, collaborative culture with offices in Charlotte, Atlanta, Boston, Columbia, Denver, Los Angeles, and New York, where every project is a step towards positively impacting communities.

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DESIGN + ARCHITECTURE

MA is a global, award-winning design firm that provides a comprehensive approach to architecture, interior design, placemaking, and art services. Transforming ordinary spaces into extraordinary experiences, MA is dedicated to understanding the history and complex forces that shape cities to create buildings that are contextual but unmistakably contemporary. Based in New York, the firm has designed over 27 million square feet of built space in more than 25 cities throughout the United States and abroad. The Seam will be MA's first project in Dallas.



LEASING PARTNER

Shop Companies is a powerhouse of industry visionaries redefining what's possible in retail. Through building relationships and creating quality strategies, Shop Cos. is dedicated to elevating every client's journey—from representing top-tier retailers and restaurants to shaping transformative projects. Their specialties include advisory, investment sales, development, and acquisition, setting the stage for innovation at every level.

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A woman with dark hair in a ponytail, wearing black-rimmed glasses and a black sleeveless top, is shown in profile against a grey background. The text 'THE SEAM' is overlaid in white, with a horizontal line passing through the middle of the letters.

THE SEAM