

**TRAILBLAZING 10**  
 2015

**Simon Says**

**Phipps Plaza's award-winning GM is leading the overhaul of a shopping icon.**

*Herbert won Simon's prestigious manager of the year award, beating out roughly 200 other leaders!*

And for those who just can't bear to leave the luxury wings of Phipps, you'll soon be able to shop staycation-style—or move in next door. Phipps' residential project on Wieuca Road, dubbed Domain at Phipps Plaza, will boast 319 mid-rise, urban-style apartments for rent. Meanwhile, millennial visitors to A-Town will lust over the new AC Hotel by Marriott. "The hotel will have 160 rooms and be W-like in experience," says Herbert. "I think it's going to be a big hit right off the bat." Prep for a grand-slam opening next spring.

While this retail royal is itching to continue his streak in project development, he's also reveling in bringing the city's see-and-be-seen fashion event to Phipps on Aug. 31. "We're [excited to be] hosting Jeffrey Fashion Cares," says Herbert, who's been instrumental in bringing the event to a retail environment. "We love Jeffrey. It's something I've always wanted to do and it's great to finally find the right [time] to make it happen." Expect bites and cocktails from Phipps restos; a live auction; and top fashions from Dior, Valentino, Balenciaga, Saint Laurent and more, all benefiting Susan G. Komen and the Atlanta AIDS Fund. "We're working to [bring in] some of our brands as well and really make it fun," adds Herbert. "If you like fashion, you probably love Phipps. I'm lucky that I get to work in a lively atmosphere and interact with a lot of awesome people." We'd say he's hit the jackpot. @shophippsplaza  
 —Allison Mitchell

For most, the mall is an escape to shopping paradise; for **Dewayne Herbert**, it's what he calls the office. "As a teenager I thought malls were pretty cool," recalls the Lafayette, Ind., native. "I grew up in a community where the mall was the central hub of all things—what you should be doing, what you should be wearing, a lot of different pop-culture [norms]." And thus the 34-year-old began a lifelong love affair with the retail industry.

The Brookhaven resident got his start as an intern at Tippecanoe Mall in Lafayette while studying at Purdue University back in 2002. Tack on five more gigs with the Simon brand spanning Indiana

to Florida, and Herbert was a bona fide mall rat when he joined Atlanta's Lenox Square team in 2004, serving as the area director of marketing over both Lenox and Phipps Plaza.

Now, as the award-winning general manager of Phipps, Herbert is taking on his biggest challenge yet—helming the overhaul of Phipps' exterior and interior. Recent improvements include upgraded LED lighting, supple

luxury seating, lounging areas with Wi-Fi connectivity, outlet charging stations and more. What's more is Herbert's answer to Phipps' Peachtree-facing exterior, where he aims to upgrade shoppers' dining and retail experiences with whimsical faux storefronts of beloved boutiques Jeffrey, Tiffany & Co., Gucci, Armani and Versace, to name a few, plus more alfresco patio areas. "We're giving [the shops] an opportunity to design storefronts with their own look so it creates that streetscape identity that a lot of luxury brands really enjoy," he reveals.

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