Outlets Move East

Belaya Dacha opens in Moscow
Eased laws spur German outlet growth
Designer Outlet Soltau opens

MCG preps for Hamburg heaven
Luxury analyst checks on 2 top centers
New owner for Polish outlet centers
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McArthurGlen Designer Outlets in Europe generate on average $2,000/sq ft, with some of our brand partners achieving sales densities of up to $6,000/sq ft. Our villages consistently deliver double-digit growth and we foster long-term relationships that travel between our centers and across borders.

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Eased approvals spur German outlets
Designer Outlet Soltau opens
McArthurGlen preps for Hamburg heaven
Belaya Dacha has summer opening in Moscow
Luxury Analyst checks on 2 top centers
Global News:
Expansion and renovation is planned for Swindon
Henderson brokers a Chinese outlet JV
Giovanna Gregori joins MCG in PR position
Fashion House Poland gains new ownership
Dubai Outlet Mall adds new stores
A second outlet center is planned in Finland
Although there are only nine outlet centers in Western Europe’s most populous nation, eased planning laws could open up Germany’s potential.

By Eugene Gerden
Contributing Writer

Outlet retailing in Germany is steadily developing, thanks to the recent liberalization of laws on retail trade and urban planning, and to the country’s enormous potential for outlet development. German analysts believe that the opening of the new outlet centers could give a nice lift to the whole retail economy.

After developers, brands and shoppers yearned for outlets for years, Germany’s eighth and ninth outlet centers opened within three weeks of each other this summer.

On August 30, Mutschler Group’s €80 million, 13,500-m2 Designer Outlet Soltau opened in Lower Saxony at the center of the triangle formed by the major metro areas of Hamburg, Hannover and Bremen. The project is Mutschler Group’s first outlet center (see full story on page 8).

On September 20, McArthurGlen Group’s €120 million, 20,023-m2 McArthurGlen Hamburg opened in Neumünster, on the A7/E45 Motorway, about an hour away from Hamburg, one of Germany’s most economically developed cities. The project is McArthur Glen’s second outlet center in Germany (see page 10 for related story).

In Germany, outlet retailing remains understated, even though its development started in 1975 with the opening of a group of inner-city factory stores in Metzingen.

By 2000, when Morrison Developments opened B5 Designer Outlet Center on the outskirts of Berlin, U.S.-style outlet development was beginning to show strength in Europe. But B5, neither European nor American in style, struggled until it was acquired in 2009 by McArthurGlen and Henderson’s European Outlet Mall Fund. The new owners put the two-level mall through an extreme makeover and expansion, reopening it as the well-designed, well-tenanted Designer Outlets Berlin.

Value Retail’s Wertheim Village, 60 miles southeast of Frankfurt, opened in 2003.
In 2001, a year after B5 first opened, Outlet Centres International opened a snazzy, modern project – Designer Outlets Zweibrücken – near Frankfurt. The 326,100-sf center is now owned by Neinver and has been renamed Zweibrücken The Style Outlets.

In 2003 Value Retail opened Wertheim Village, also in the Frankfurt market, and in 2005 VR opened Ingolstadt Village, about an hour’s drive from Munich.

In the meantime, while enduring the protracted permitting process for its German centers, VR opened Maasmechelen Village in Belgium, an hour west of both Dusseldorf and Cologne. That was in 2001, the same year MCG opened Designer Outlet Roermond in the Netherlands, about 45 minutes west of Dusseldorf. For years, this border strategy seemed to be the best way to cater to these desirable German shoppers.

In 2006 Hesta Immobilien opened Seemaxx Factory Outlet Center in the resort town of Radolfzell, near Switzerland and Liechtenstein. In 2007 OCI opened Designer Outlets Wolfsburg across from the city’s famous Volkswagen headquarters and museum. That center has enjoyed liberal Sunday hours and was able to expand in record time.

Except for the complete transformation of B5 into Designer Outlet Berlin in 2009, Germany has been a land of outlet hope but not much action until recently. Planned projects in the pipeline include One Outlet Services’ Brehna Outlet Park, and Stable International Development’s Wiedemar Fashion Outlet and Montabaur Fashion Outlet.

Outlet retailing has been a controversial subject in Germany for many years, and has thus faced opposition from local governments, retail associations, chambers of commerce, industry organizations, trade unions, community groups, environmental factions, and probably somebody’s grandmother. Detractors feared unequal competition, declining sales, job reductions, environmental problems and traffic jams.

This opposition to outlets – plus Germany’s normally restrictive approach to large-scale retail development – resulted in the country having relatively few outlet centers per capita compared to the rest of Europe.

In recent years many German provinces and federal states have amended their approvals agendas and have adopted special decrees easing restraint on retail development.

According to Johannes Grootehorst, of the Grootehorst & Partner law firm, the lengthy and costly planning regimen carries no guarantee of success. For instance, the development of Designer Outlet Soltau took 13 years from conception to opening day. Indeed, the construction of the center in Soltau became possible only after the government of Lower Saxony changed the region’s development plan for tourism and

(Continued on page 6)
While the UK and Italy are mature and have low potential for further growth, Germany has only nine outlet centers serving 80 million people, a low percentage for Europe’s largest economy. Some analysts have ventured to say there is room for 30 more outlet centers, a number that seems almost preposterous for such a cautious country. Still, analysts say at least 15 other outlet projects are seeking approvals, with Nordrhein-Westfalen and Bavaria having the most potential for new development.

According to Henrik Madsen, McArthurGlen’s managing director for the UK and Northern Europe, annual visitors to its €120 million Neumunster project established a special tourism area in Lüneburg Heath. The same practice of setting aside tourism areas for outlet centers is being used now in other German states.

Joachim Will, managing director of research firm Ecostra GmbH, said most major German cities recognize the opportunities that an outlet center can bring. To prove the point that outlets don’t negatively affect local retailing, VR carried out research four years ago at its outlet villages in Wertheim and Ingolstadt to measure the centers’ impact on the high streets. The findings were confirmed by local retailers’ associations, which, in fact, reported that visitors to high street stores had actually increased since the outlet centers opened because tourists often visit city centers before or after they leave the outlets. But it is often the outlets that attract the visitors in the first place.

So dire warnings of financial ruin have been mostly laid to rest, and recent legislative changes are allowing outlet retailing to finally come to Germany. Analysts believe Germany is under-retailed and is ideally suited for outlet development, largely because the country is full of brand-conscious shoppers who possess high spending power.

Although the powerhouse developers MCG and VR have the most outlet centers in Germany, competition is keen as new developers want a piece of the pie. While the UK and Italy are mature and have low potential for further growth, Germany has only nine outlet centers serving 80 million people, a low percentage for Europe’s largest economy. Some analysts have ventured to say there is room for 30 more outlet centers, a number that seems almost preposterous for such a cautious country. Still, analysts say at least 15 other outlet projects are seeking approvals, with Nordrhein-Westfalen and Bavaria having the most potential for new development.

According to Henrik Madsen, McArthurGlen’s managing director for the UK and Northern Europe, annual visitors to its €120 million Neumunster project should easily and quickly reach 2 million, drawing local residents as well as Scandinavian, Chinese, Russian and Middle Eastern shoppers.

In fact, Wertheim Village, Ingolstadt Village, Berlin Designer Outlet and Zweibrücken the Style Outlet are among Ecostra’s top 20 European Outlet Centers, in terms of sales performance.

Manuel Jahn, head of the investment and financing branch of GfK GeoMarketing’s Real Estate Consulting division, cites Germany’s purchasing power as a reason for outlet success there. “Despite this current economy,” Jahn said, “Germany provides excellent conditions for outlet development. Germany has a purchasing power index of 170.1, which places it well above the European average of 100. As Western Europe’s most populous country, Germany also offers enormous customer potential with more than 80 million inhabitants.”

Not to be overlooked, of course, is the strong desire of Germans to purchase fashion brands at value prices.

Brendan O’Reilly, managing director of Fashion House Group, calls Germany the “jewel in the outlet crown,” adding that despite the challenging planning regime, the recent relaxations in the country’s Sunday trading laws have heralded an upsurge in development interest.

“Germany is outlet island in the EU,” says Joachim Will. “In recent years it has become a target market for outlet operators and brand manufacturers. Its slow development in the past was simply a case of restrictive licensing practices.”
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Mutschler Group’s first outlet center includes an all-star line-up of celebrities and brands.

The August 30 grand opening of Designer Outlet Soltau welcomed more than 65,000 shoppers throughout the event-filled weekend. Mutschler Group’s 145,000-sf center near Hamburg has been a long time in coming – 13 years to be exact – but shoppers and tenants felt the experience was certainly worth the wait.

Celebrities on hand included Nica & Joe, who had provided pop and classical music in the “X-Factor” TV show finale; Germany’s top model Franziska Knuppe; and “America’s Next Top Model” make-up artist Boris Entrup, who presided over a style workshop for shoppers.
Sylvie Mutschler, managing director of the Mutschler Group, was clearly proud of her €80 million project. “From the very start, we placed our faith in our strong regional unity,” she said. “The construction work was done by a consortium of regional construction companies; we’re working closely with the Federal Employment Agency and there are a whole series of cooperative tourism projects.”

Jörg Bode, Lower Saxony’s minister for economic affairs said the center “opens a new chapter in the tourism and economic development of the Lüneburger Heide and the whole of Lower Saxony.”

He acknowledged that the project had undergone that lengthy decision-making process in which numerous critical questions had been raised.

Wilhelm Ruhkopf, the mayor of Soltau, said the center will be an excellent addition for “the 5 million overnight guests and about 39 million daytrippers who come annually to the Lüneburger Heide, one of the most popular German recreation and leisure areas.”

In the short term, the operators expect 1.3 million visitors annually. “Obviously, our success factors are the top location directly on the A7 motorway, with over 24 million vehicles a year, the special regionally-typical architecture and the sector mix of national and international fashion and designer labels,” said center manager Thomas Reichenauer, who is the managing director of ROS-Retail Outlet Shopping.

“The special feature is the experience of shopping under the open sky, with spacious outdoor facilities, a children’s playground and cozy restaurants, particularly the eight Heath Cottages – small half-timbered houses with thatched roofs that give the center a special charm.”

Sited at the center of the metropolitan regions of Hamburg, Bremen and Hanover, Designer Outlet Soltau’s 90-minute catchment is 7 million people.

1A Outlet GmbH will continue to be responsible for leasing the center, which opened 80 percent occupied.

Boris Entrup, a make-up artist on the hit show “America’s Next Top Model,” delighted shoppers with a style workshop during the grand opening.

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### Designer Outlet Soltau Tenants

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As the September 20 opening of McArthur-Glen’s Designer Outlet Neumünster was drawing near, the developer’s ace marketing team got the idea of targeting the 42,000 commuters that pass each day through Hamburg’s Jungfernstieg train station.

The poster and digital TV campaign at Jungfernstieg, the main commuting station and gateway to the city center, was to stretch over a four-week period from September 14 to October 14 and be seen by 1.17 million consumers.

“We identified the station as Hamburg’s key communications hub,” said MCG marketing director Shaeren McKenzie. “We had the opportunity to dominate the station with our messaging, so we created a special, bespoke poster campaign designed to link with the vibrant colors in the station’s design.”

The campaign features on 100 digital TV screens, not just at Jungfernstieg, but also at train stations in the nearby state of Schleswig-Holstein, including the key city of Kiel, and on 500 illuminated advertising pillars across Hamburg, as well as in key print media and on local radio stations.

McArthurGlen Designer Outlet Neumünster is the company’s 21st center in Europe and second in Germany, after Designer Outlet Berlin. Both German centers are joint ventures with the European Outlet Mall Fund managed by Henderson Global Investors.

More than 5 million consumers live within the Neumünster center’s 90-minute catchment, including the inhabitants of Hamburg, a 40-minute drive from the 20,400-m2 center.

Hamburg is Germany’s media, fashion and design metropolis and one of the wealthiest in Europe, as well as a major cruise destination and key tourist destination.

Designer Outlet Neumünster tenants will include Asics, Baldinini, Billabong, Bogner, Converse, Escada, Fossil, Lacoste, Levi’s, Michael Kors, Nike, Puma, Tommy Hilfiger, Victorinox and Villeroy & Boch.

Serravalle welcomes 2,800 Chinese shoppers

This group of 2,800 Chinese visitors that came to Serravalle Designer Outlet in May might be the largest such delegation to ever visit Europe.

At IOJ press time McArthurGlen’s Designer Outlet Neumünster was preparing for its grand opening; the next IOJ will have full coverage and photos of the event.
We look after the brands as if they were our own

All the brands have their own interest but just one joins them all: selling. That’s why 800 of the world’s best brands put their trust in NEINVER. Because we are the second largest outlet operator in Europe, managing more than 293,000 sq.m. GLA and 1,400 stores. Because we manage 14 outlet centers operating under the brands The Style Outlets and FACTORY in Spain, Italy, Poland, Portugal, Germany and France and 3 more about to be opened. And above all, because we make a commitment to our retailers to support them with all our experience. We recognize that the success of a brand is also ours. This is what has made us leaders.

neinver.com
Outlet Village Belaya Dacha opens in August

After this opening, one of the partners will focus on opening two more outlet centers in Russia.

Outlet Village Belaya Dacha, developed by Hines International Real Estate Fund and Russian developer Belaya Dacha, opened on August 18 in Kotelniki, Russia.

Tenants in the 150,695-sf phase 1 include Adidas, Baldinini, Cacharel, Ecco, Furla, Mango, Miss Sixty/Energie, Nike, Puma, Quiksilver and Reebok. More brands are expected to open this autumn, bringing the tenant count to 64 stores.

The center, 2.5 miles from the ring road that surrounds Moscow’s city center, is the first European-style outlet project to open in Russia.

Hines also has two more outlet centers planned in Russia: Outlet Village Kievsky, 30,000 m², is being developed by Hines, Espro Group.
and Aton Real Estate Partners. Hines anticipates the center will open with 20,000 m2 and actually expand to 37,000 m2.

**Outlet Village Pulkovo**, 14,000 m2 phase 1, expanding to 27,000 m2, is being developed by Hines in partnership with UFG Real Estate.

In addition to Hines’ planned projects, other developers are hoping to attract Moscow’s 12 million to even more outlet shopping. Fashion House’s Fashion House Outlet Centre Moscow, 38,000-m2, will open in March 2013 on the Leningrad highway, a few kilometers from the Moscow Ring Road, and Vnukovo Outlet Village is scheduled to open 2 km from Moscow’s Vnukovo airport. The developers of the 46,970-m2 project include two Russian restaurateurs and the head of Samsonite CIS.

Tenants in the newly opened outlet center include Adidas, Cacharel, Gant, Levi’s, Mango, Miss Sixty, Puma and Trussardi.
A visit to two iconic outlet centers gives a hint of the industry’s health during tough times in Europe.

By Marie Driscoll
Contributing Editor

With investors worried about a breakup of the Eurozone and its impact on the European economy, I visited two of Europe’s flagship outlet centers to gauge the pace of discretionary spending. I learned a number of things, including the fact that while tourism is pivotal and remains vibrant, Europeans remain cautious and have curtailed spending. I also found that quintessential American brands, including Polo Ralph Lauren, Nike and PVH’s Tommy Hilfiger are at the top of many shopping lists. And it was easy to see that luxury brands benefit from growing Brazilian, Russian and Asian middle class shoppers.

Most surprising to my American eyes was bifurcation – the high-low divide in Europe’s fashion cities of Paris, London and especially Rome – that was everywhere, from luxury brands to fast fashion.

European’s fashion capitals have a heightened stylishness and flair versus the more casual apparel of the U.S., where bifurcation generally refers to channels and price points. To quote the locals, there “really is no middle.” While the French and Italian retail landscapes are populated with a multitude of small, independent shop owners that occupy middle and better price points, the channel is quite fragmented and market participants are not on the scale of U.S. national brands and specialty apparel retail brands, such as Gap or Ralph Lauren.

Exceptions to this luxury or fast fashion divide are the denim and sports apparel categories where brands like Guess and Diesel, Adidas, Puma and Nike can achieve better price points and maintain strong brand equity and remain relevant.

Outlet merchandise is a combination of current, last or past season goods. With fresh, new fashion at a premium in Europe’s fashion capitals, outlets offer recent product, clearing the stores for new product flow on Europe’s high streets. Pricing ranges from 33 percent to 75 percent off full price with the average above 40 percent.

Made-for-outlet inventory, fairly common in the U.S., is against the law in France. This law would have implications for brands that operate successful outlet models with MFO goods. However, U.S. accessories and leather goods chain Coach operates an outlet at Value Retail’s La Vallée Village near Paris, where it liquidates merchandise from European high street and shop-in-shop locations. The upside is that the store exposes the brand to more shoppers. In the U.S., Coach has very little crossover between its full-price and outlet shoppers, so the strategy can work even if the sourcing is different.

Tourism traffic to outlets is up. I visited two premium outlets, La Vallée and McArthurGlen’s Castel Romano near Rome. My conversations with local outlet management reveal footfall is up year over year reflecting increases in tourism with strong gains in Russian, Brazilian (fastest growing nationality) and Asian (Chinese, Japanese, and Korean) tourists. These visitors are offsetting weaker domestic demand, as local traffic is...
down, but the average ticket is up! At La Vallée, tourists (those coming from at least two hours away) represent as much as 50 percent of footfall. According to Value Retail, footfall was up 18.5 percent in the first five months of this year, accelerating from a 10 percent gain in 2011.

Designer outlet centers and stores provide a particularly compelling value equation for traveling Asians, as price points are as much as 50 percent lower than prices in Shanghai, and about 35 percent lower than in Japan.

**Strong Brands Drive Outlet Revenues.** No surprise here, right? There are logos familiar to U.S. shoppers, but there are also some very posh, high-end brands, such as Celine in Paris and Valentino in Rome. Other noteworthy brands with strong demand were Ferragamo, Michael Kors, Nike and Ralph Lauren at La Vallée, and at Castel Romano, Calvin Klein, Guess, Nike and Tommy Hilfiger.

Nike looks great in every channel! Everywhere I saw Nike, on the high streets of Champs Elysées and Via del Corso, at La Vallée and Castel Romano, at the airport in Rome and at the local sports shops, such as Go Sport, Nike looked fabulous. In Paris the windows and mannequins sported the French football uniforms in that dazzling blue, while in Rome, the color was regionally appropriate again.

The European outlets I visited were so much more than transaction focused. Sure, sales are how we count success, but I saw a firm grasp and execution of services that delight and connect with shoppers.

Start with retail-tainment. Both Value Retail and McArthurGlen employ multiple strategies and events such as traveling art exhibits, thematic events and festivals supporting luxury fashion lifestyle positioning to drive outlet traffic and keep the customers happy. Customer service levels equal those at the city center with the goal of making luxury and the luxury experience accessible for all.

Cross-marketing efforts are also employed. La Vallée works with Disney to expand duration of stay and Castel Romano has a partnership with Air Italia to make sure a visit to the outlet is part of a vacation plan. Babysitters are free and the centers publish lookbooks with the current season’s trends by stylists from top fashion magazines. I was impressed with the attention to detail, strong oversight and management channel conflicts and adjacencies, all of which, in the long run, actually help reduce price competition.

Classic Coach is winning over Parisians. Local demand for Classic Coach is about 50 percent of sales, compared to approximately 20 percent to 30 percent penetration for the entire Coach/Poppy Collection at the brand’s flagship account at Printemps on Boulevard Haussmann in Paris. Lifestyle products, such as fragrance, jewelry, scarves and outerwear have been popular at Printemps, partially due, no doubt, to Coach goods being about half the price of Burberry and Moncler.

During my visit I asked Parisians and Romans, “What is the latest fashion trend?” More than a few times the response was retro, vintage, old? Old? How do retailers leverage that? Well, McArthurGlen and Castel Romano found a solution with its Vintage Fashion Festival, an exclusive tour of 1,500 accessories and garments from the design houses of Hermès, Gucci, Chanel and others. Great retail-tainment and a traffic driver!

I was surprised to see the doyenne of the Italian department store channel, Rinascente, dethroned from its historic Palazzo Bocconi location by Inditex’s Zara. Zara’s new Roman flagship looks fabulous on the Via del Corso. However, Rinascente moved across the street to a much smaller location, highlighting the loss of the middle market.

In Paris I saw lines at the French labels of Dior, Chanel, Louis Vuitton and Longchamp (on the lower-1 level) on Boulevard Haussmann in Printemps and Galeries Lafayette, also at the Abercrombie & Fitch on Champs Elysees – tourists all. This is saying something as no one queues in Rome except for gelato and buses.

In summary, accessories remain top of mind for shoppers, who are forgoing apparel and luxury brands as they favor sports labels (an Olympic influence?). Thus, it appears that Coach, Nike and Ralph Lauren, as well as Abercrombie & Fitch are positioned to prosper despite Euro worries.

Marie Driscoll is an award-winning retail analyst who focuses on luxury apparel brands. She may be reached at mariedriscoll@gmail.com.

**At McArthurGlen’s Castel Romano** near Rome, art exhibits, festivals and extraordinary customer service make shoppers feel like they’re in a luxury environment.
**Fashion House Poland gains new ownership**

**THE THREE** Fashion House outlet centers in Poland have a new owner. On August 21, Peakside Capital completed the acquisition of the outlet malls’ former owner in a complicated deal involving various assets (not just the outlets) in Poland and Bulgaria worth around €600 million.

Peakside Capital, a European private equity firm, acquired Allied Irish Banks’ (AIB) Polish property fund management subsidiary and its interests in two Polonia Property Funds, including the fund that owns the outlet centers. This acquisition represents Peakside’s first direct investment in Poland and its first strategic acquisition of a fund and asset management business in a core market. Peakside and PPM (Peakside Polonia Management) are planning to focus on Poland, which pleases Fashion House Group.

“We are very pleased and see a number of opportunities for us to work with Peakside on new projects,” said Brendon O’Reilly, managing director of Fashion House Group, which develops, markets, leases and operates outlet centers in Eastern Europe.

The three Polish Fashion House centers are in Gdansk, Warsaw and Sosnowiec. Fashion House will open a center in Moscow on March 21, 2013 and is developing an outlet center in St. Petersburg, Russia that is set to open in 2014.

**Henderson brokers Chinese outlet JV**

**HENDERSON GLOBAL** Investors, which has seen the benefits of outlet retailing through its European Outlet Mall Fund, is helping partners in China achieve similar success. Henderson, with Henderson brokers Chinese outlet JV

**Expansion planned for Swindon mall**

**SWINDON DESIGNER OUTLET,** the 15-year-old 206,700-sf outlet mall in Wilshire, England, is getting a makeover and an expansion. Henderson’s UK Outlet Mall Fund, in which the project’s developer McArthurGlen is an investor, will spend €44 million adding more than 50,000 sf for 30 new retailers and a restaurant to the center.

Swindon Designer Outlet was developed when greenfield projects were few and far between. MCG regenerated the historic Long Shop, built in 1874, which is opposite STEAM - the nickname for the Museum of the Great Western Railways. Tenants in the center include Hugo Boss, Jaeger, Ted Baker and Tommy Hilfiger.

**Swindon Designer Outlet** in England will get a makeover and an additional 50,000-sf this year.
SEARCHING FOR PROSPECTS?

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RDM Asia, is advising Silk Road Holdings, a joint-venture that will focus on outlet development in China.

The €435 million Silk Road JV brings together the Italian Fratini family’s Fingen Group (the parent of RDM Asia), Jacopo Mazzei’s Luxemburg-based China Outlet Mall company, Gaw Capital Partners from Hong Kong, the Sino-U.S. Waitex, and an unnamed U.S. institution.

The objective of Silk Road is to invest in the outlet sector through acquisition and development across China. The joint venture has already completed its first acquisition – Florentia Village-Jingjin Designer Outlet – a 41,000 m2 designer outlet center near Beijing. Designed and developed by RDM Asia, with Fingen and Waitex as founding investors, Florentia Village opened in June 2011 as China’s first Italian outlet village. The center’s 165 tenants include a strong mix of luxury and premium Italian, international and Chinese brands, and it is the only outlet center in China with authentic Italian brands, including Prada, Armani, Bulgari, Fendi, Gucci, Salvatore Ferragamo, Versace and Zegna.

The JV aims to replicate the successful model in at least four other major cities in China. Development could start by the end of this year.

Oulu is most populous city in Northern Finland and the sixth most populous city in the country. It is one of the northernmost large cities in the world. The A Tupos ABC gas station next door to the center’s site annually handles more than 2 million customers who stop for gas, to eat or shop for groceries.

Tuija Postari-Kivistö is the developer of the project, which will target shoppers who live in the greater Oulu area, whole Barents region and Northern Scandinavia, as well as people driving up to Lapland. It is expected that the center will also draw from Northern Sweden, Norway and Russia.

Dubai Outlet Mall adds new stores

Al Alhi Holding Group’s 750,000-sf Dubai Outlet Mall has a number of new outlet tenants:

Aftershock London (hand-beaded party gowns, dresses and accessories), Asics, Burberry, Cacharel Paris, Game Score (Sony, Nintendo, XBOX, PSPs, games and accessories), Go Sport, Levi Strauss, Patrizia Pepe, Pynkiss (the sole distributor of Hello Kitty in Dubai), ShoeMart, Splash, Tommy Hilfiger Kids and Piero Pizza and Pasta in the food court.

Giovanna Gregori joins MCG in PR position

Giovanna Gregori has joined McArthurGlen Group as director of PR, communications and B2B, based in the group’s Milan office. She joins from Louis Vuitton Italy, where she was corporate project manager. She was previously in Los Angeles with the Audrey Hepburn Children’s Fund, where she handled communications and events for Timeless Audrey, an exhibition created to raise money for UNICEF’s “All Children in School” educational initiative that has toured the globe.

Prior to the Hepburn fund, she was with Salvatore Ferragamo Italia, first as coordinator of corporate PR, reporting directly to CEO Ferruccio Ferragamo, and then as director of international public relations, press and events. She was also a PR officer for Parfums & Beauté, the luxury division of L’Oreal Group.
All roads lead to Castel Romano Designer Outlet

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Castel Romano Designer Outlet

The third phase of the Castel Romano Designer Outlet, located just 20 km from Rome, has commenced building works and is scheduled to open by Spring 2013. The new extension will see the addition of 8,000 square metres of retail space and 44 new stores, adding to the existing 24,000 square metres and 116 stores. The outlet is owned by Henderson Global Investors' European Outlet Mall Fund and managed by McArthurGlen.

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