

# SERRAVALLE DESIGNER OUTLET



**Noteworthy:** Largest outlet village in Europe

**Stores:** 172, plus restaurants, bars, cafés, covered children's play area, bank, ATMs

**Major brands include:** Alberta Ferretti, Ballantyne, Blumarine, Brioni, Brooks Brothers, Bruno Magli, Bulgari, Cerruti, CK Jeans, Diesel, Dolce & Gabbana, Etro, Ferré, Furla, Guess, Hugo Boss, La Perla, Lacoste, Les Copains, Malo, Pal Zileri, Prada, Roberto Cavalli, Salvatore Ferragamo, Trussardi, Versace

**GLA:** 38,000 m<sup>2</sup> (409,000 sq ft)

**Location:** 100 km from Milan, 60 km from Genoa and 150 km from Turin; off the Serravalle exit of the A7 motorway from Milan to Genoa

**Parking:** 3,500 car parking spaces

**Hours:** Mon – Sun 10am – 8pm

**Tourism:** Visitors: 3.5 million. Apart from the beauty of the surrounding countryside, neighbouring attractions include Milan — just an hour away — a city that challenges Paris for the title of 'fashion capital of the world'

**Opened:** September 2000

**Future development:** an additional phase of 1,000 m<sup>2</sup> will be added by 2010

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