

MCARTHURGLEN™

DESIGNER OUTLETS

PRESS RELEASE

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Italian brand Boggi opens first outlet store in the UK

Italian menswear brand Boggi Milano has chosen McArthurGlen, Europe's leading developer, owner and manager of designer outlet villages, for its first outlet store in the UK.

The 2,370 sq ft store opened at Cheshire Oaks Designer Outlet near Chester, the UK's largest designer outlet village, on 11 November.

Boggi Milano entered the UK market earlier this year with the opening of two full-price stores in London, in the upmarket destinations of Jermyn Street and in Sloane Square.

Henrik Madsen, McArthurGlen's Managing Director for the UK & Northern Europe, says: "Boggi is one of a growing number of brands who understand how outlet retailing can work for them, adding an extra income stream. At the same time, at a McArthurGlen centre, the brands are able to retain control of their brand identity by operating their own units."

Paolo Selva, Brand Development Manager, Boggi Milano, says: "Given that the UK is a new market for us, it is absolutely key to partner with such a market leader in outlet retailing as McArthurGlen, given the company's experience and expertise. We have worked with McArthurGlen at its centres in Southern Europe, and Cheshire Oaks offers us an ideal opportunity given the kind of brands at the centre and the strength of the catchment area."

Other new brands to open this year at Cheshire Oaks Designer Outlet include David Clulow, Elle Macpherson Intimates, G-Star, Nicole Farhi and TAG Heuer, with Superdry due to open early next year.

The Boggi unit is located adjacent to brands including Austin Reed, Tommy Hilfiger and Jaeger.

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