

# COLLEZIONI

BY McARTHURGLEN™

**22 June 2009**

## **McARTHURGLEN'S COLLEZIONI ARRIVES AT SCOTLAND'S FASHION CAPITAL**

***McArthurGlen's Collezioni, a radical new concept in full price fashion for the Travel Retail market, further expands its stylish presence at Europe's leading airports with its first UK location.***

McArthurGlen Luxury Retail announces the arrival of the fourth European location of its Collezioni travel retail concept – at Glasgow Airport, scheduled for the autumn/winter of 2009.

Last year's launch of the first Collezioni, at Venice Marco Polo Airport, re-invigorated the presentation of prestige fashion brands in an airport retail setting. Since then the innovative concept has been expanded to Porto and Dublin Airports, with a unique portfolio of brands tailored to suit the specific needs of each location.

At Glasgow Airport, Collezioni will unveil 11 new stores for directional fashion brands eager to capture an annual audience of more than 4 million departing passengers. The units are concentrated in a stylish, curved avenue of stores in the new look departure lounge, part of a multi-million pound revamp of the airport terminal.

The Collezioni concept facilitates the opportunity for fashion brands in the airport environment by overcoming a range of perceived barriers to entry and providing a critical mass of prestige brands, all operating as individual stores. This is principally made possible by the unique strength of relationship

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between McArthurGlen and its more than 750 brand partners, established by over 14 years of co-operation in the designer outlet channel in Europe.

Additionally, the concept is further strengthened by the leadership of Brian Collie, (previously BAA's Group Retail Director) now Chairman of McArthurGlen Luxury Retail, who for many years played a pivotal role in developing the strategic importance of luxury brands at BAA's airports, and in raising the profile of luxury fashion in the global Travel Retail sector.

As the commercial heart of Scotland, Glasgow has the UK's largest retail centre outside London and hosts the country's greatest concentration of fashion retailing. Glasgow's notably vibrant fashion market is driven by an enthusiastic local audience of young early adopters of fashion, supplemented by strong tourist traffic. In particular, Glasgow's population has a significantly higher proportion of young adults; 42% higher than the Scottish average\*. A Clothes Show Live poll reported in May 2009 that Glasgow is home to Britain's biggest fashion label lovers. Glasgow Airport provides an even more appealing customer profile; the airport's passenger profile is 80% ABC1, with the balance of male and female travellers evenly split and 49% of travellers aged 18-44, making it ideally suited to the Collezioni concept.

A primary contributor to that confidence is the involvement of Brian Collie who, as Chairman of McArthurGlen Luxury Retail, welcomes the arrival of Collezioni in its fourth European country: "Collezioni brings a unique partnership proposition for growing airports and fashion brands alike to develop new products for the travelling consumer audience, offering their mutual customers the very best fashion experience in a contemporary and convenient setting.

When you combine a vibrant city, a stylish airport, great brands and customers obsessed with fashion, Glasgow makes the ideal location for Collezioni.

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Having developed and run BAA's Retailing worldwide - where we brought many fashion brands into airports for the first time - I am well aware of the strengths of Glasgow Airport and of the commitment of the BAA team to create the best possible experience for the customer. McArthurGlen and BAA share a common passion for delivering a retail offer that will stop passengers in their tracks to enjoy shopping before they fly."

J W Kaempfer, Chairman and founder of the McArthurGlen Group, emphasises the unique strengths and the mutual benefits that the Collezioni concept provides to major fashion brands and airports: "Our plans for Collezioni at Glasgow Airport offer both our existing brand partners and newcomers alike, another prime location where they can rely on McArthurGlen's experience and specialist expertise to support their expansion in travel retail while minimising logistical and financial risk. This is an exciting market that is ripe for the development of a compelling and accessible fashion offer. Over the past decade, BAA has developed a powerful reputation for innovative and effective retailing and Collezioni certainly brings a unique brand experience to Glasgow Airport, an ideal setting with an exceptionally concentrated affluent consumer profile."

Glasgow Airport, owned and operated by BAA Ltd., is Scotland's principal long-haul gateway, serving around 90 destinations across the globe and attracting more than 8 million passengers last year. In October 2008, BAA opened the first phase of Skyhub, the airport's stunning new terminal extension. The £31 million development provides state-of-the-art security screening, more space to relax and has radically upgraded the whole airport experience, including a stylish, contemporary retail environment. Vitally, the development enabled BAA to channel all departing passengers through a new central search area on the first floor of the terminal building, giving all travellers access to the retail facilities.

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Amanda McMillan, Managing Director for Glasgow Airport said: “We are delighted to welcome Collezioni to Glasgow Airport, particularly as Glasgow is the first UK airport to feature the exciting Collezioni concept.

“Collezioni is a leading travel retailer with long established relationships with many leading international and regional brands. As a business, we are committed to ensuring our retail offering meets the needs and expectations of our customers. Therefore, when deciding which retailers we wanted in our new look departure lounge, Collezioni were the obvious choice to lead the transformation of the lounge.

“We hope all our passengers enjoy the exciting new range of fashion brands soon to be available at Glasgow Airport.”

Glasgow Airport’s traffic is primarily leisure, with key international destinations being the Netherlands, Spain, Ireland, Dubai, the US and Canada. The passenger profile is 80% ABC1 classified, with the balance of male and female travellers evenly split and 49% of travellers aged 18-44, making it ideally suited to the Collezioni concept.

**ENDS**

*\* Source; Glasgow.gov.uk*

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**McArthurGlen Luxury Retail** is part of McArthurGlen Group, which has become Europe’s leading developer, owner and manager of designer outlets since introducing outlet retailing to Europe in 1995. Its current portfolio of 17 well-located designer outlet village across the UK and Continental Europe comprises more than 400,000 sq m of high-quality retail space, housing over

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750 brands in more than 1,800 stores. Visited annually by 70 million people, the portfolio generated over €2 billion in retail sales in 2008.

The Group will be opening three new designer outlet villages in 2009, in Berlin, Salzburg and Naples, with additional projects under development in Athens and Hamburg.

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**Collezioni** differs to McArthurGlen's outlet business in that it offers full price fashion and lifestyle brands with the latest collections as opposed to the discount model of the outlet centres.

*For more information, please visit: <http://collezioni.mcarthurglen.com/>*