

MCARTHURGLEN™

DESIGNER OUTLETS

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McArthurGlen opens 35 new stores at Designer Outlet Roermond

The centre is now double the size of when it first opened in 2001

McArthurGlen is today opening the new extension of its Designer Outlet Roermond in the Netherlands, building on the centre's position as one of Europe's leading designer outlets.

With the opening of this third extension, Designer Outlet Roermond is now the biggest designer outlet in Northern and Western Europe based on the annual number of shoppers.

With 35,200 sq m of gross leasable area (GLA), Designer Outlet Roermond is now double the size of when it first opened ten years ago, in 2001, with 17,500 sq m. With the new extension of 7,200 sq m GLA, the centre offers 150 stores, and is home to the top names in international and national luxury, designer and mainstream fashion, offering savings on the recommended retail price of 30-70 per cent, all-year round.

Anchoring this new phase will be the new Burberry, with a 610 sq m flagship store, the largest in the new extension, and three times the size of Burberry's previous 200 sq m store in the Designer Outlet.

The 35 new brands at the centre include premium brands Moncler, Calvin Klein Collection, Navyboot, Baldinini and Abro; young fashion and jeanswear brands Desigual, Guess, Mexx, Ben Sherman, Bench, Trussardi Jeans, O'Neill, True Religion and River Woods; childrenswear brand Vingino; casual brands Fossil, O'Neill, Victorinox, and Converse and Gant shoes. Premium brand Furla will open early autumn.

At the crossroads of Germany, the Netherlands and Belgium, more than 26 million potential shoppers live within a 90-minute drive of Designer Outlet Roermond, which makes it the biggest catchment of any of McArthurGlen's 20 Designer Outlets in Europe.

The award-winning centre is within walking distance of the town of Roermond in the Netherlands, 3km from the A73, the main motorway between Maastricht and Nijmegen, and just 30 minutes' drive, on the A52, from Düsseldorf, the capital of North Rhine-Westphalia, the most populous state in Germany.

Currently Designer Outlet Roermond welcomes more than 3.8 million shoppers a year, attracted by the wide array of iconic brand names which include the major Italian luxury and designer brands as well as sportswear brands such as adidas and Nike.

Marc Bauwens, General Manager, Designer Outlet Roermond, comments: "With the opening of the new extension, we are looking to significantly increase the number of shoppers. With 150 stores representing 200 brands, as well as a great range of cafes and restaurants, and outstanding facilities, we have worked hard to build on the day-out experience at Designer Outlet Roermond and our offer to our customers."

The success of Designer Outlet Roermond is being driven by demand from savvy fashion lovers looking to buy the brands they love for 30-70 per cent less, as well as by the brands themselves, looking at a stylish way of selling their excess stock.

Mr Bauwens continues: "It's about the great brands and savings to be made, and the unique McArthurGlen shopping experience – the well thought-out village-style environment, reflecting local architectural styles, the excellent facilities, and the events and activities held at the centre, and the relationships we build through our VIP club."

The growth of Designer Outlet Roermond does not stop there. Gary Bond, McArthurGlen's CEO of European Development, says: "Designer Outlet Roermond is in a unique location in Europe, and with its growing success we are already under way with a fourth extension to the centre, adding a further 11,000 sq m of GLA in 2014. We see Designer Outlet Roermond as not just a flagship Designer Outlet for McArthurGlen, but as a key retail destination in Europe as well, with its reputation growing in the four corners of the world with the rise of global travel."

With the rise of the emerging economies in Eastern Europe, Asia, Middle East and South America, Designer Outlet Roermond saw sales to international travellers more than double in the first six months of this year, with the Chinese being the top spenders, with their spending up by 170 per cent in the same period (Source: Global Blue).

Mr Henk van Beers, the Mayor of Roermond, says: “As Designer Outlet Roermond grows, so does the vibrancy and economic vitality of the town of Roermond – not just in terms of the jobs created and the boost to the local tourism industry, but also local, high-street retail, with new retail names moving in.”

The town of Roermond was awarded Best Inner City Retail in 2009/10 in the Netherlands. Visitors are attracted to the historic town not just by the adjoining Designer Outlet, but by its attractive setting, with many listed buildings and monuments, and its proximity to the nearby Maasplassen lake area and the National Park De Meinweg, both popular tourist destinations.

McArthurGlen is currently under way with the development of 120,000 sq m of new retail space in Europe, following the opening of its 20th Designer Outlet, McArthurGlen Designer Outlet Athens, this June. The 7,200 sq m extension to Designer Outlet Roermond is just one of eight extensions being carried out currently. And three new centres are under way, in Neumünster, near Hamburg (to open in autumn 2012), in Vernon, west of Paris (2014) and Miramas in the south of France (2015).

NOTES TO EDITORS

McArthurGlen Designer Outlets

McArthurGlen Designer Outlets is part of McArthurGlen Group, Europe’s leader in designer outlet retailing. The Group, which currently has 20 Designer Outlets, introduced the concept of designer outlet retailing to Europe in 1995. The 75 million consumers visiting McArthurGlen’s Designer Outlets annually are attracted by the year-round savings of 30-70 per cent on the top names in luxury, designer and high-street fashion. McArthurGlen’s portfolio currently offers 500,000 sq m of retail space and includes Europe’s largest designer outlet, Serravalle Designer Outlet near Milan. *For more information, please visit www.mcarthurglengroup.com*