

## THE MCARTHURGLEN GROUP STEPS INTO THE GREEK MARKET DESPITE ECONOMIC TURNDOWN

### MCARTHURGLEN ATHENS DESIGNER OUTLET TAKES THE GROUP TO 20 EUROPEAN OUTLETS

Today, the **McArthurGlen Group**, the original designer outlet group which has 19 centres hosting 2,000 designer stores across Europe, announces plans to be the first developer to introduce the concept of designer outlet retailing to the Greek market.

The opening of **McArthurGlen Athens** Designer Outlet - a 21,200 sq m GLA two-level scheme - in 2011 - the groups' 20<sup>th</sup> designer outlet and a major international retail investment, comes despite the country suffering the worst economic slowdown in 40 years. The €100 million development will provide a welcome boost to the Greek fashion market by providing a unique concept which fuels Greek consumer demand.

The McArthurGlen Group introduced the concept of designer outlet retailing in Europe in 1995, and has since built over 500,000 sq m of retail space, welcoming 75 million visitors a year, across eight European markets.

Previously a disused vineyard in the Spata region, the site was first identified in 2004 and purchased in 2006. The McArthurGlen Group's vision for the potential of the Greek market looked beyond the downturn and in 2009 construction commenced, employing over 200

workers. The site was selected for its close proximity to both Athens city - 25km east of the city centre – and Athens Airport in the Municipality of Spata [15 minutes drive] so it can exploit the traditionally high-spending habits of both domestic consumers and international visitors, with currently around 5 million people living in the local catchment area.

**McArthurGlen Athens** Designer Outlet, whose investors include McArthurGlen and Bluehouse Capital will boast 110 retailers. Signed brands include Cavalli, Moschino, Versace, Tommy Hilfiger, Replay, Gant, Lacoste, Timberland and Guess.

With a presence in eight European countries, the McArthurGlen Group is the first designer outlet brand to tap into a market where consumers are looking for a smart solution to purchasing designer brands at 35-70% less. In a recent survey nearly half of Greek consumers claim to only purchase designer brands. Additionally **McArthurGlen Athens** Designer Outlet will provide up to 1,000 new employment opportunities for Athens locals giving them a stepping stone into the retail market.

**Julia Calabrese, Chief Executive Officer McArthurGlen UK Ltd says,** “Entering into South-East Europe marks a major step in our business development. Despite a severe low in consumer confidence there continues to be a strong brand culture. Our proposition not only appeals to, but strongly engages this designer literate consumer market.”

In keeping with the McArthurGlen Group’s Chairman Joey Kaempfer’s vision, the architectural design of **McArthurGlen Athens** Designer Outlet follows the same aesthetic as all the McArthurGlen Group’s designer outlets, to complement its local environment. The design adopts the region’s neoclassical style of architecture, incorporating symbols of iconic Greek mythology alongside the traditional pediments [triangular shaped gables] synonymous with Grecian buildings. The layout of the centre will follow the clean lines and form that underpins neoclassical design, with tree-lined boulevards leading into a central square, creating a shopping and lifestyle destination that blends seamlessly into the

surrounding vicinity.

Tourism plays a major role in the Greek economy and McArthurGlen has made a commitment to explore synergies and partnerships with key tourist attractions, such as the New Acropolis Museum – set to attract 2 million annually - and other major international and domestic tourist attractions. Athens also has a strong tourist trade, attracting nearly 6 million international visitors each year, and is a popular destination for both the business and commercial traveler. The McArthurGlen Group plans to work closely with Greek tourist authorities in order to capitalise on this large visitor pool.

Earlier this year, McArthurGlen opened its fifth centre in Italy - La Reggia Designer Outlet Village - near Naples. McArthurGlen now operates around 120, 000 sq m of retail space in Italy, including Serravalle Designer Outlet, near Milan, the first designer outlet village to open in Italy in 2000 and the largest centre in Europe.

In total, the McArthurGlen Group will open more than 100,000 sq m of retail space in 2011/2012 including McArthurGlen Athens and a further new scheme, McArthurGlen Neumünster near Hamburg, Germany.

MCARTHURGLEN FACT BOX
McArthurGlen introduced the concept of designer outlet retailing to Europe in 1995
McArthurGlen has built more outlet space across Europe than anyone else, with 19 outlets in operation – 500,000 sq m of retail space
A market share of more than 18% of the outlet market in Europe
75 million visits per year
Over 750 international luxury fashion and lifestyle brands – including <b>Armani, Burberry,</b>

**Fendi, Prada, Escada & Valentino** – all sold in a quality, controlled environment

Over 2 billion annual turnover

**END**