

# COLLEZIONI

BY MCARTHURGLEN™

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## MCARTHURGLEN OPENS COLLEZIONI AT VENICE AIRPORT – WITH A 21-BRAND SALUTE

McArthurGlen Luxury Retail, a division of the McArthurGlen Group, announces the launch of COLLEZIONI, on 23<sup>rd</sup> September 2008, at Venice Marco Polo Airport.

Through its **Collezioni** concept, McArthurGlen Luxury Retail is pioneering a radical new approach to the presentation of luxury brands in the airport retail setting. At Venice, **Collezioni** offers an exciting portfolio of luxury brands that can stand alongside any of the world's leading retail destinations. The twenty-one brands hosted across **Collezioni's** 1,400 square metres, spread over 2 levels, is a roll call of the world's leading luxury and fashion brands, including Valentino, Brooks Brothers and Loro Piana.

The departures level combines a portfolio of contemporary luxury brands such as Bulgari, Ermenegildo Zegna, Ferragamo and Burberry, whilst the mezzanine level is aimed more towards a younger, fashion conscious traveller and includes the brands Marlboro Classics, Pal Zileri and Diesel. In addition, the upper level offers the fresh and fun Bricco Café and the Pilsner Urquell Bar and also hosts the VIP Suite for Alitalia and the Marco Polo Executive Lounge.

McArthurGlen Luxury Retail is partnered in this initial venture by SAVE SpA, the management company of Marco Polo Airport. SAVE is Italy's third-largest airport operator\* and one of the fastest-growing in the country. It saw traffic growth of almost 12.3% last year to reach over 8 million passengers. This inaugural opening of **Collezioni** has also been created in collaboration with Altgamma, the leading Italian association that represents the best Italian companies in luxury retail.

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Through its 16 Designer Outlet Centres sited across eight countries, the McArthurGlen Group, Europe's leading developer, owner and manager of Designer Outlet Centres, has extensive experience in successfully targeting Tourism markets, attracting over 65 million visitors to its locations. Tourism catchments play an integral part in McArthurGlen's selection of opportunities. This precise planning provides each location with an exceptional target market that blends a solid foundation of local and regional residents with the added surge of an affluent Tourism audience, usually with a year-round impact.

J W Kaempfer, Chairman and founder of the McArthurGlen Group, regards **Collezioni** as a natural expansion of the company's operations, combining its experience of Tourism footfall with the synergies McArthurGlen has developed with its brand partners over the past thirteen years: "This is an exciting new illustration of the quality of the relationship we share with these remarkable brands. With Collezioni, we are delivering a unique experience for the customer and creating exciting new opportunities for McArthurGlen and our brand partners in high-potential markets across the world. Collezioni is the first demonstration of how McArthurGlen has the capabilities to partner the world's leading brands in developing new opportunities in full price retailing, taking us on a shared journey into new locations and new channels."

McArthurGlen has worked in close relationship with leading brands since 1995, enabling the company to create genuine partnerships. The business is committed to bringing its brand partners a new retail channel through airports, and overcoming the barriers that have previously limited the presence of such luxury fashion brands to a relative handful of the world's major airports. A vital element in that strategy was the involvement of Brian Collie as Chairman of McArthurGlen Luxury Retail.

As Group Retail Director of BAA plc until 2005, Brian is one of the travel industry's most respected retail figures and is widely credited with the exceptional growth of commercial income at BAA in his 15 years with the company, including a strong focus on luxury brands.

Brian views Venice as a perfect illustration of the potential for airports to exploit **Collezioni's** potential for their airport in the way that SAVE SpA has done: "This beautiful city has always had an influence far beyond its scale and now, through **Collezioni**, Marco Polo Airport is again attracting merchants and travellers to this latter-day Samarkand by delivering a luxury retail experience to match the world's greatest airports.

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McArthurGlen's distinctive skills and the exceptional quality of our relationship with brands enables us to offer a unique partnership proposition for growing airports. We make it easier for them to adopt new retail strategies by offering their passengers an amazing new retail experience and providing the airport with a vital new approach to maximising its revenue."

"The core beauty of the **Collezioni** concept is that it enables airports to fully utilise both the exceptional skills offered by McArthurGlen and the global appeal of the world's top brands, all within a clear, effective package that is tailored to their specific needs. In this way, McArthurGlen acts as the conduit that brings the airport and the brands together in a concept that is not only much easier for them to implement but also offers exceptional opportunities for sales growth to both parties."

Enrico Marchi, Chairman of SAVE SpA, shares Brian's emphasis on the need for airports to seize the opportunity to optimise both revenue and the customer experience: "Retail is an essential part of the passenger experience at Venice Marco Polo Airport and **Collezioni** addresses the vital goal of creating a strong revenue stream while simultaneously supporting the best possible airport experience we can deliver to our passengers. Through **Collezioni**, Venice now provides the customer with a luxury brand experience that is unmatched by any airport of a similar size.

By doubling our retail space and developing a strong retail gallery we have responded decisively to the intense pressures on all airports to maximise the return on retail space and to improve customer choice and experience. **Collezioni** is the new jewel in our crown and helps place Venice Marco Polo Airport at the forefront of retail innovation by providing our passengers with an experience unmatched by all but a handful of the world's elite airports."

**ENDS**

*\* combined traffic with Treviso Airport (also serving Venice) as the Venice Airport System.*

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