

PRESS RELEASE

Fashion City Outlet to open on 15 November

- **Thessaly welcomes the new fashion and entertainment destination**
- **Several new brands and retail concepts entering the region for the first time**
- **Over 70 shops on 20,000 GLA**

Larissa, 09 October 2018 – On Thursday 15 November, Thessaly welcomes Fashion City Outlet, the first discount (outlet) and entertainment center in the region. Fashion City Outlet opens its doors in Larissa to offer residents of Thessaly a unique shopping experience, combining the best prices with exceptional fashion and entertainment choices, throughout the year.

Just a few minutes' drive from Larissa and less than an hour from Volos, Karditsa and Trikala, Thessalians will be able to visit Fashion City Outlet and choose from a wide range of top brands, some of which will be available in the region for the first time.

Among the 75 stores that Fashion City Outlet will host well-known and casual youth, women's and men's clothing and footwear, children's clothing and footwear, fashion accessories and cosmetics, sports and electronics stores. The fashion stores at Fashion City Outlet will host up-to-date collections from previous seasons, while some brands will also offer new dedicated collections.

Women shoppers visiting Fashion City Outlet will have the opportunity to choose between smart casual clothing and accessories lines of brands like **Guess, ALE, Anonima, Attrativo, Lapel and Luna.**

Men will be able choose among stylish, modern clothing and fresh takes at **Brooks Brothers, Ivergano, Man & Manetti,** as well as casual lines from brands such as **Camel Active, Admiral, Puma, Prince Oliver and Cotton Bank, Blend and True Religion,** among others.

For sophisticated collections of impeccable quality and design, fashion lovers will be able to buy from **Tommy Hilfiger, Boss, Vardas, MC2 Saint Barth, Berna, Jacques Britt and Seidensticker Rose.**

While, when it comes to street fashion, there will be a number of choices from the likes of Replay, Lee, Wrangler, **American Stars, Edward Jeans, Funky Buddha, Pop-Air, Staff,** and others. As regards their youngest family members, shops such as **Lapin, Kozee, Matou France and SAM 0-13** will offer children's collections for them to stand out.

To complement their outfits, Fashion City Outlet visitors will be able to browse casual and formal footwear collections at **Kalogirou, Fratelli Petridi, Haralas, Tsakiris Mallas** and others, and choose their accessories at **Oxette/Loisir and Socks & More,** among others. And because fashion and beauty go together, the outlet's offering will include cosmetics brands, such as **Fresh Line and Regenis Organic Products.**

Fashion City Outlet guests will also have the chance to choose from a selection of restaurants, such as **Hachikō Asian Food, Hot Pot Pasta, Goody's, Pizza.gr, Crepamou, Buffala Gelato, To Paradosiako BBQ.** as well as cafes such as **Mikel Coffee Company.** Moreover, at the venue there will be a **Bazaar** supermarket for visitors' every day needs, at very low prices.

Fashion city Outlet will be a synonymous of leisure for children and adults since they will have the chance to watch in a multi-screen Village Cinemas with three halls the latest blockbuster movies, and a Volta Fun Town playground, covering an area of 1,000 sq. m where all children will explore a unique experience and activities. At last for at home entertainment, the only **MediaMarkt** store will offer a wide range of brand-name electrical appliances and consumer electronics products at low prices.

Fashion City Outlet stretches over 20,000 sq.m. and is a project by Sonae Sierra, an international company specializing in the development and management of commercial real estate, as well as by investment firm Bluehouse. It is a new commercial and entertainment offering in Thessaly and aspires to become a new meeting point for local residents and visitors.

Mr Nikos Roupakas, Director for Outlets at Bluehouse, noted: *“Fashion City Outlet will bring the best of fashion and entertainment to the residents of Thessaly and the region’s visitors. Consumers in Thessaly love fashion and are seeking new shopping and leisure experiences. Fashion City Outlet will be a destination that caters to both [needs], bringing together unique choices, value and inspiration in a location that is easy to reach, just a few minutes from Larissa.”*

Mr Thanos Efthymiopoulos, Head of Sonae Sierra in Greece, commented: *“As a discount center [outlet], Fashion City Outlet is a new kind of market for the region’s residents, as well as tourists. It offers a new shopping and leisure experience, complementary to the local market, and we are confident that Thessaly will welcome Fashion City Outlet, when we open our doors next month.”*

About Sonae Sierra

Sonae Sierra (www.sonaesierra.com) is the international company dedicated to develop and service vibrant retail-centred properties. The company operates from corporate offices in 12 countries providing services to clients in geographies as diverse as Portugal, Algeria, Brazil, Colombia, Germany, Greece, Italy, Morocco, Romania, Russia, Slovakia, Spain, Tunisia and Turkey.

Sonae Sierra owns 46 shopping centres with a market value of about €7 billion and manages and/or lets 81 Shopping Centres with a Gross Lettable Area of about 2.6 million m² and more than 9,300 tenant contracts. At present, Sonae Sierra has 16 projects under development, including 10 for third parties.

Sonae Sierra currently works with more than 20 co-investors at asset level and manages four real estate funds for a large number of investors coming from across the world.

About Bluehouse

Bluehouse (www.bluehousecapital.com) is a real estate investment and development firm, with operations focusing in Central and Southeastern Europe. Specifically, Bluehouse has a presence in Greece, the Czech Republic, Poland, Hungary, Romania, Bulgaria, Croatia, Serbia, and Cyprus. Bluehouse was founded in 2004 and holds extensive investment experience in shopping centers, office, industrial and residential buildings, with amplified local presence across the countries of its portfolio. Futhermore, its portfolio includes shopping centers in cities of great significance. Specifically, in Greece, the McArthurGlen Designer Outlet, a unique shopping center of 21,000 sq.m. and 100 brands, introduced to the Greek market a shopping experience of high aesthetics, equivalent to those of the most popular international designer outlets.