



Milan – 29 November, 2017

Opening of CityLife Shopping District, a new shopping and entertainment world in the heart of Milan

- **100 shops in 32,000 m² GLA**
- **Fashion, accessories, cosmetics, health, home care and technology become the beating heart of the exclusive commercial offer**
- **A unique project, designed by prestigious architecture studios**

The doors of **CityLife Shopping District** will open tomorrow. The largest and most innovative urban shopping district in Italy is ready to welcome visitors to a unique environment, with a distinctive commercial offer and attractions for leisure, wellness and shopping, creating a new world in the heart of Milan.

The pulsing soul of CityLife, the Shopping District will offer the catchment area of 700,000 people **100 units** dedicated to shopping, dining, services, free time and entertainment, all of these carefully selected by Sonae Sierra in line with the project's premium positioning and innovative context.

A mix of high quality commercial offer

CityLife Shopping District offers its visitors the chance to meet **numerous new brands to the Italian market** and to rediscover **other well-known and sought-after ones**.

In the segment dedicated to home and technology, there is *Huawei's* first European flagship store; and shops dedicated to home include *HABITAT* and *Democracy Design*. Among the brands in this segment, there's also a major telephony player, *R-store Apple Premium Reseller*.

The health and wellness segment presents the world's first *Nashi Argan* salon, a place dedicated to hair and skin care, the first beauty clinic *Juneco* and *Drogerie Markt (DM)*, specialised in personal and home care, natural cosmetics and bio food.

There are many prestigious names found in the fashion and accessories sector including: *Adele Altman*, *Adidas*, *Beatrice B*, *Chantelle Lingerie*, *Ck*, *Dixie*, *Foot Locker*, *Guess*, *Imperial*, *Incontri*,





Jacadi, Levi's, Marella, MAX&Co, Midinette, Napapijri, Omai, Pandora, Paolo Tonali, Piquadro, Sophie 4 Kids, Superdry, Tommy Hilfiger and Timberland.

When it comes to the food segment, the Shopping District will be the Italian début for the *Fresh Mex Calavera* restaurant and the *Roadhouse Meatery* steak restaurant (two new and exclusive formats from the Roadhouse chain of the Cremonini group) and the American bar *East River – Brooklyn Brewery*, that can be found in the food hall in the covered mall. This zone features surprising architectural features from the genius mind of Zaha Hadid, and opens directly onto the CityLife's green park.

CityLife Anteo will be at the centre of the entertainment offering in the Shopping District. Placed within the Mall, it will offer a programme of the very highest quality with its 7 screens and a total seating capacity of 1,200.

Armando Borghi, CityLife CEO, said: "We are proud to announce the opening of the CityLife Shopping District. The most innovative commercial district in Italy that has food, fashion and entertainment and that integrates perfectly with the residential area and the office towers that have been designed by three extraordinary architects. CityLife represents, even more so now, an example of how Milan can regenerate itself and offer a new way of living the city."

José Maria Robles, General Manager of Property Management at Sierra Italy, added: "The CityLife Shopping District, in addition to being in a truly fantastic location, is able to satisfy every visitor thanks to a wide and carefully selected choice of the best brand names, an also manages to anticipate the sector's trends through the presence of new operators to the shopping centre market. With a continuous commitment over time, CityLife Shopping District will continue to stand out on the market and to surprise clients at every visit thanks to its updated tenant mix and a wealth of entertainment options throughout the year".

A project designed by prestigious architecture studios

The project's layout is based on three distinct architectural components: the shopping gallery over three storeys designed by **Zaha Hadid Architects**; the Piazza Tre Torri designed by **One Works**; and lastly an open-air pedestrian shopping street designed by the architect **Mauro Galantino**, a natural and symbolic entranceway to the Shopping District from the residential area and from the rest of the city.

One other distinctive element is the CityLife park, the second largest in Milan, which spreads around the entire project and covers approximately 170,000 m², and will offer visitors a green space that is closed to traffic in which people can take a walk, relax, play games and rediscover nature in the heart of the city.

The entire project is served by the new Purple (M5) metropolitan line, which stops at Tre Torri in the Piazza of the same name, as well as surface-level public transportation. There will also be available approximately 1,500 parking spaces for those wanting to reach the Shopping District by car.





Visit the [CityLife Shopping District](http://www.city-life.it) website, the [Facebook](#) page and the [Instagram](#) page.

CityLife

CityLife, www.city-life.it, is the company engaged in the redevelopment of the area where Milan's old complex of exhibition halls was located (Fiera di Milano) and with an overall area of 366,000 square metres, it is one of the main projects of this kind in Europe. It includes the world-renowned architects Zaha Hadid, Arata Isozaki, Daniel Libeskind. It is a balanced mix of public and private functions including residences, offices, shops and the second largest public park in the centre of Milan and it includes the first Golf Driving Range in downtown in Europe. An innovative Business and Shopping District formed by three towers and the Tre Torri Square with quality shops, services, restaurants and entertainment facing the Park, will be the heart of the CityLife project. The area is distinguished by a very strong attention to the environmental sustainability: the Residences are Class A certified, and the three office towers have already obtained Leed™ pre-certification with rating Gold. Moreover, CityLife will be the most extensive pedestrian area in Milan, thanks to the decision of moving all the vehicular traffic and parking underground. CityLife S.p.A. is a company 100% owned by Generali Group. www.city-life.it

Generali Real Estate

Generali Real Estate S.p.A. is one of the world's leading real estate asset managers. With more than €25,6 billion of AuM as of end of 2017, and a unique portfolio of historical and modern properties, Generali Real Estate has developed best-in-class skills in the fields of technological innovation, sustainability and urban development, leveraging on the talent and experience of its 450 employees.

Generali Real Estate is part of the Generali Group, an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €70 billion in 2016.

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 48 shopping centres with a market value of about €7 billion euros, and manages and/or lets 76 Shopping Centres with a Gross Lettable Area of 2.4 million m² and about 9,100 tenants. At present, Sonae Sierra has 14 projects under development, including 6 for third parties, and 4 new projects in the pipeline.

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