

The new Fashion City Outlet has been inaugurated in Thessaly

Larissa, November 15, 2018 - Thessaly has now got its own outlet, Fashion City Outlet, in the city of Larissa. The first outlet and entertainment centre in Thessaly opened its doors to public today, in the presence of representatives of local authorities, international and local businesses and a large number of customers.

Fashion City Outlet is a new 9-million-euro refurbishment investment in Thessaly, promoted by Sonae Sierra, the international company specialized in the development, management and investment of retail real estate assets, as well as real estate investment company Bluehouse, that first introduced outlets to the Greek market.

Mr. Thanos Efthymiopoulos, Managing Director of Sonae Sierra in Greece, commented: "Our new venture will benefit the economy of Thessaly in multiple ways, through increasing commercial offer, jobs and income creation for local residents, and promoting partnerships with local businessmen. We are looking forward to creating broader synergies to maximize the benefits to the local economy."

Just a few minutes' drive from downtown Larissa and less than an hour from Volos, Karditsa and Trikala, Fashion City Outlet offers a unique experience of fashion, electronics and entertainment shopping, with easy access, 1,600 parking spaces, as well as a wide offering for fashion lovers, friends and family.

In a modern space of almost 20,000 sq.m., the new outlet centre hosts dozens of stores of youth, women's and men's clothing and footwear, accessories and cosmetics, including famous brands and well-known chains, some of them will be available in Thessaly for the first time.

Women will be able choose between Guess, Attrativo, Anonima, Ingrosso, Luna, Kalogirou, Fratteli Petridi, Haralas, Lapel, The Women with brands like Moschino, Ocean Drive, Au Soleil, Echo NY and Dondup, for their special appearances, while men will visit Brooks Brothers, Man & Manetti, Camel Active, Mega Emporio and Prince Oliver. Luxury brand clothes and accessories are available, among others, at The Men with brands like Hugo Boss, MC2 Saint Barth and Berna, as well as in the Tommy Hilfiger and Clodist stores, while street wear options are being offered by Replay, Lee, Wrangler, Pop Air, Funky Buddha, American Stars, Staff, Edwards, Cotton Bank and more. Sports lovers can choose from a wide range of sportswear from stores such as Sports Collection with brands like PUMA, Umbro, Fila, Saucony, Arena, Freddy, and Admiral. For the youngest family members, companies such as Matou France, Kozee and SAM 0-13 will offer unique clothes and shoes for special outfits. Visitors can also choose the best beauty products from Fresh Line and Regenis Organic Products, as well as perfumes from 43 Blue Perfume.

Media Markt will continue offering a wide range of electronics and electrical appliances, while a Bazaar Cash & Carry supermarket will be operating in Fashion City Outlet's premises. In addition, the new outlet hosts selected restaurants and cafes, like Goody's, Bufala Gelato, Mikel, Hot Pot, Pizza.gr/Crepamou, To Paradosiako, Hachiko Sushi, and Goldie's Hot Dog & Wings, along with the first Village Cinemas multiplex in Larissa, with three halls, and a modern 1,000 sq. m. Volta Fun Town playground for young visitors.

Mr. Nikos Roupakas, Director for outlets at Bluehouse, noted: "Outlet shopping is a global trend. It is a new retail philosophy that offers even more choices to consumers and retailers. We are very glad that we are bringing to Thessaly the first outlet and entertainment centre in the region, in a city that is constantly seeking new shopping and entertainment experiences."

At Fashion City Outlet, consumers will be able to make "smart" purchases, choosing from up-to-date collections of previous seasons, as well as new special collections for each season and every occasion. And all this at significantly lower than regular prices, with 30-70% discount from the original prices all year round.

Mr. Sotiris Sigalas, General Manager of Fashion City Outlet, commented: "Fashion City Outlet will offer the best of fashion and entertainment. We are looking forward to welcoming Thessalian consumers, as well as the visitors of the region, to our new outlet centre to enjoy a unique and ultimate experience. "

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 79 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 15 projects under development, including 9 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. Furthermore, 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.