

## Sonae Sierra brings new concepts to Romania, with Primark and Cyber Jump, opening this year

- ParkLake welcomes two first-time flagship stores to the Romanian market



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Sonae Sierra is bringing first-ever concepts into the Romanian market with flagship offers as diverse as fashion and entertainment. This year, ParkLake will host two major openings with: **the first Primark flagship store in Romania, and Cyber Jump the newest recreational concept completing the entertainment and leisure offer for the shopping center's visitors.**

Catalin Cucian, ParkLake Shopping centre manager, says: *Primark announced its international expansion into Romania earlier this year, and we are very pleased to be the chosen shopping and leisure landmark in the country to welcome them. This proves our commitment to be a unique destination with unmatched offer, with the right architectures and surrounding.*

Cyber Jump Trampoline Park will also open doors in ParkLake later this year. It will cover an area of 2300 square meters and is designed for those who are looking for active recreation. 13 types of games will be available for different age groups. The trampoline park will have a multi-activity scope and is expected to attract especially young families with children.

Catalin Cucian, added: *"Cyber Jump adds up to our promise. We are very excited to be part of the major brands' expansion into the country, proving to be the trusted destination with the best offer and experience. Likewise, we will continue to meet our visitors' expectation and look forward to announce additional brands to reinforce a truly unique experience."*

ParkLake is where nature meets shopping and leisure. The modern design combines elements inspired by the three pillars, Park - Nature - Family, and offers great opportunities for leisure with relaxation spaces and playgrounds, as well as places where you can practice sports, or you can spend the day working. The start of 2022 marks a step forward into reinforcing its position as the main destination in the capital, and as the preferred location of both tenants and visitors.

Designed according to the highest international standards, surrounded by nature and located near the Titan Park, ParkLake offers the best selection of shops and services available on the market in an eco-friendly environment and a delightful atmosphere.