
PRESS RELEASE

NEINVER reveals new brands for Amsterdam The Style Outlets

- Sissy Boy, Le Creuset, Marc O'Polo, Wellensteyn and Mephisto are joining the first outlet centre in the Greater Amsterdam area

4 November 2020. NEINVER has confirmed additional top international brands to join Amsterdam The Style Outlets, the first outlet development in Greater Amsterdam. Le Creuset, Marc O'Polo, Wellensteyn, Mephisto and Dutch lifestyle brand Sissy Boy, who is opening its first outlet store, are some of the brands joining the centre's exclusive line-up. These are in addition to the brands announced previously, including adidas, Björn Borg, Dstrezzed, Geox, GUESS, Karl Lagerfeld, New Balance, Nike, O'Neil, Petrol Industries, PUMA, Salomon, Skechers, S. Oliver and The Kooples. The scheme will open to visitors on 26 November with around 75% occupancy, with more brands scheduled to join the line-up before and after the opening.

Moreover, Amsterdam The Style Outlets debuted its website this week, where visitors can find a complete overview of the already announced shops, services and catering establishments.

The centre will feature over 100 stores set across 19,000 m² of GLA. Beyond an exclusive commercial mix, the centre will offer guests a compelling customer experience, with concierge services and free Wi-Fi among others. Moreover, 1,000 m² are planned for leisure areas, restaurants with outdoor seating and walkways to provide a complete shopping experience.

Amsterdam The Style Outlets enjoys an easy-to-access location, close to the Amsterdam ring road and various motorways. The site has room for 200 bicycles and 2,200 cars. That is 250 more car parking spaces than planned. The newly opened outlet centre is also easily accessible by public transport: it is only eight minutes by train from Amsterdam's city centre and 10 minutes by train from Schiphol airport. Visitors can get out at the Halfweg-Zwanenburg railway station, which is right next to the outlet centre and only two stops away from Amsterdam Central Station.

This €110 million investment development will create around 600 direct jobs. It is a joint project between NEINVER, the pan-European company specialised in investment, development and management of property assets – the second-largest outlet operator in Europe and the largest in Spain and Poland – and one of the world's largest investment managers, Nuveen Real Estate.

Shop Safe, Stay Safe

From the first day of operation, Amsterdam The Style Outlets is committed to offering visitors a pleasant and safe shopping experience. The new outlet centre will comply with the 'Shop Safe, Stay Safe' guidelines, a blueprint which prioritises the safety and comfort of visitors, to ensure the safest measures against the spread of the COVID-19 virus.

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Measures will include hygiene protocols, user-friendly disinfection facilities, and monitoring teams.

About NEINVER

NEINVER is a Spanish multinational company specialised in managing, developing and investing in commercial and logistics properties. The leading manager of outlet centres in Spain and Poland, and the second largest in Europe, it has two proprietary brands: The Style Outlets and FACTORY. Founded in 1969, NEINVER manages 18 outlet centres and 5 retail parks including active pipeline, and more than 800 brands in six European countries: France, Germany, Italy, Poland, Spain and the Netherlands. In line with its commitment to sustainability, NEINVER has certified 90% of its retail portfolio in Europe under BREEAM In-Use and under three ISO standards (9001, 14001 and 50001).

www.neinver.com