

OUTLET/CITY METZINGEN – SUCCESSFUL REOPENING AFTER SHUTDOWN



- Comprehensive safety concept stood the test
- Distancing and face mask rules were adhered to commendably
- At some stores visitors had to accept waiting times on Saturdays

Outlets City Metzingen reopened on 24th April 2020 after a five-week hiatus. Visitors took advantage in the last few days to stroll through the Outlets City and to shop in a few stores. The take-away options of the food & beverage outlets Starbucks, Marché Mövenpick, Paninibar, Keim and McDonald's were also appreciated. Even with increased visitors' numbers on the second Saturday after reopening, the distancing and face mask rules were adhered to in exemplary fashion and visitors patiently accepted waiting times at some stores. The specific way-directing system across the Outlets City, designed to prevent

crowds forming, was implemented faultlessly with the assistance of additional security personnel.

"Visitors accepted our safety measures very well and with understanding for the particular situation. We provide face masks and single-use gloves at the specially set-up care points. Many of our visitors came prepared and brought their own masks to protect themselves and others" stated Regine Schöllkopf-Pinakidis, Director Sales Channel Classic at Holy AG (the operator of Outlets City Metzingen).

Most stores were able to implement the comprehensive health and safety measures right away and open for visitors from the start. Amongst them brands such as Adidas, Burberry, Calvin Klein, Gucci, Kids Around, Prada, Tommy Hilfiger, Valentino, Versace, WMF and many more.

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In the course of the following week other brands also opened. Ahead of the second reopening weekend Boss (at approx. 5,000 square metres) and Prada were added, as the restrictions on retail space were lifted.

“We consider the reopening very positive and are happy with the implementation of the safety concept that was developed by our team. Creating unforgettable shopping experiences and enriching the precious time our visitors spend at Outletcity Metzingen is at the core of what we, together with more than 2,000 colleagues of over 100 international brand partners, are passionately striving for every day. The well-being and safety of our guests, colleagues and partners is our utmost priority. Over the next few weeks, we will monitor the situation on site very closely and continuously optimise our processes” stated Wolfgang Bauer, CEO of Holy AG.

In line with the general trend, the online shop of Outletcity shows strong revenue growth since beginning of April. “In the first three weeks of the Corona crisis clients shopped a bit more cautiously, compared to the previous year. This is more than understandable in a crisis. Now we notice a very positive upswing and perform much better than last year”, said Bauer.

Information on the website [outletcity.com](https://www.outletcity.com) and in the OUTLETCITY app is regularly updated, allowing guests to get details on store openings, safety measures, visitor traffic and other information ahead of their visit.

The following measures of the Outletcity health & safety concept are successfully implemented:

- At our care points which were set up across the entire city, visitors can pick up complimentary disposable face masks and disposable gloves. In addition, comprehensive information on safety is provided.
- Cleaning intervals were markedly increased across Outletcity Metzingen
- Additional staff is available to answer questions
- All stores implemented the required hygiene measures. These include among others sneeze guards at the cash desks, distancing rules and disinfection stations.
- Cashless payment is available in all stores and food & beverage outlets.
- Measures were taken to manage the volume of visitors. Additional security staff control the number of people in stores and areas. Visitors are directed according to the safety regulations.

The security concept is shown in our video:

https://www.youtube.com/watch?time_continue=1&v=qj4Z3dnhGeM&feature=emb_title

OUTLET/CITY METZINGEN BRAND PORTFOLIO



INTERNATIONAL PREMIUM AND LUXURY BRANDS

7 For All Mankind	Fendi	Miu Miu	Strellson
Adidas	Fossil	Moncler	Sunglass Hut
Aigner	Furla	Möve	Superdry
Alberta Ferretti	Gant	Moschino	Swarovski
Armani	Gucci	Napapijri	Swatch
Bally	Guess	Nike	Ted Baker
Bogner	Hackett	Oakley	Tefal
Boss	Hogan	Only	The North Face
Bottega Veneta	Hour Passion	Patrizia Pepe	Tchibo Prozente
Breitling	Jack & Jones	Petit Bateau	Timberland
Burberry	Jimmy Choo	Peuterey	Tod's
Calvin Klein	Joop!	Philipp Plein	Tom Tailor
Car Shoe	Karl Lagerfeld	Polo Ralph Lauren	Tommy Hilfiger
Coach	Kennel & Schmenger	Porsche Design	Tory Burch
Converse	Kids Around	Prada	Tumi
Crocs	Kipling	Puma	UGG
Desigual	Kjus	Reebok	Valentino
Diesel	Lacoste	Roger Vivier	Vero Moda
Dockers	Levi's	s.Oliver	Versace
Dolce & Gabbana	Liebeskind	Salvatore Ferragamo	Vilebrequin
Douglas	Lindt	Samsonite	Watch Station
Ermenegildo Zegna	Loro Piana	Sandro	Windsor
Escada	Mammut	Schiesser	WMF
Esprit	Marc O'Polo	Scotch & Soda	Zwilling
Etro	Max Mara	Seidensticker	
Fabiana Filippi	Michael Kors	Sergio Rossi	
Falke	Missoni	Sigikid	

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OUTLET/CITY METZINGEN COMMUNICATION



COMMUNICATION

With its website registering more than 13 million visitors last year, a successful newsletter read by almost 1.9 million subscribers and tailored online marketing measures Outletcity Metzinger uses its communication channels combined with its own online shop concept to the full extent. Furthermore, the company is represented on the most important social media platforms like Facebook with more than 203,000 fans, Instagram with approximately 40,000 as well as the Chinese platforms Weibo and WeChat.