

HISTORY OF OUTLET/CITY METZINGEN

TIMELINE

- 1972 Uwe and Jochen Holy, sons of Ernst and Gertrud Holy, take over as managers of the company Hugo Boss.
- 1970s Hugo Boss sets up an outlet at the factory site on Kanalstraße in Metzingen.
- 1980s/1990s With the expansion of the Hugo Boss brand in the 80s and 90s, the factory outlet developed very successfully.
- 1995 Uwe and Jochen Holy establish Holy GmbH & Co. KG as a property management company. The properties managed and developed by the company represent the early beginnings of OUTLET/CITY METZINGEN.
- 1997 The brands Bally, Escada and Joop!, together with Hugo Boss, lay the foundation for the further development of OUTLET/CITY METZINGEN and thus the first Factory Outlet Center location in Europe.
- 2012 Foundation of the world's first online shop of an outlet destination outletcity.com.
- 2018 In the OUTLET/CITY METZINGEN more than 100 international premium and luxury brands are currently presented in flagship outlet stores. Every year, some 4 million people from all over the world visit OUTLET/CITY METZINGEN.

Awarded as Europe's most economical outlet by ecostra - the leading consulting company in the industry - in comparison to 174 factory outlet centres in Europe
- 2019 The number of square metres of shop floor and restaurant space is boosted by one third. The largest Boss outlet in the world now

takes up 5,000 square metres of that space. The complete concept, including architecture, food and drink, offers visitors an impressive shopping and lifestyle experience in an urban setting.

The launch of the OUTLET/CITY CLUB and the OUTLET/CITY App set another milestone in the history of digitization and Omnichannel.