



Wolfgang Bauer

Chief Executive Officer
OUTLET/CITY AG

MANAGEMENT PORTRAIT

Career

Wolfgang Bauer was executive assistant and responsible for sales for HUGO BOSS AG from 1989 to 1992. Since 1994, he supported the brothers, Uwe and Jochen Holy, – after the sale of HUGO BOSS – in the structuring of the remaining fashion and real estate activities. He also assisted in the founding of the family office. Since the founding of Holy GmbH & Co. KG in 1995, Wolfgang Bauer has worked as the Managing Director of the Holy family real estate firm to dynamically develop the company. In the transformation of Holy GmbH & Co. KG to HOLY AG in 2003, he was called upon to fill the position of CEO.

He has remained in the position since, overseeing the reorganisation of the company to OUTLET/CITY AG in fall of 2022.

My vision for Outletcity Metzingen

“In 1995 I, together with the Holy brothers, laid the cornerstone for the development of the success story that is Outletcity Metzingen. I wanted to be the first to bring the outlet concept from the USA to Germany and create a successful business model with it. My vision then was to avoid creating a giant mall in the middle of nowhere, but instead to develop an architectural concept that would fit harmoniously in the surrounding urban environment. This has proven to be a success. Today we are the largest outlet in Europe* and offer our guests a unique shopping experience. My vision for the future: To develop Outletcity Metzingen to an internationally leading omni-channel outlet platform for premium and luxury brands. We draw our customer’s attention to even more through streamlining the digital and on-site shopping worlds into a single and round experience. Digitalisation and customer centricity are the way forward for us.”