

## About Holy AG

Hugo Ferdinand Boss opened the first Hugo Boss clothing factory in his hometown of Metzingen back in 1924. His grandsons, Uwe and Jochen Holy, developed the company to create one of the most successful fashion labels in the world. In 1995, they founded Holy GmbH & Co. KG as a property company which became a public limited company in 2003. The property development operation focuses on properties with unique charm and character. The company is all about ultra-modern architecture, innovative ideas and winning marketing strategies, with a special flair for design and value. Outletcity Metzingen is the flagship project of Holy AG.

<https://www.holy-ag.de/en>

## About Outletcity Metzingen

A study conducted by independent consultancy firm ecostra GmbH in partnership with Magdus named Outletcity Metzingen Europe's largest outlet in the 2020 Performance Report. As Germany's first outlet destination, Outletcity is an authentic and urban experience distinguished by its award-winning architecture. With over 380 premium and luxury brands in store and online, along with a comprehensive range of services and tourist offerings, the factory outlet centre ranks among the shopping capitals of the world. Around 4,2 million customers from 185 countries visit Outletcity every year.

In 2019/2020, the available floor space in Outletcity Metzingen was expanded by one third of the total area. In April 2019, popular new food and drink options were added, including Marché Mövenpick, Starbucks and Amorino. Outletcity Metzingen has also succeeded in bringing the successful Almresi concept to Europe for the first time all the way from Vail, Colorado. Digital elements, including the online shop, the Outletcity Metzingen app and the Outletcity Club, blur the boundaries between the in-store and digital retail experience in a holistic and customer-centric approach.

<https://www.outletcity.com/en/metzingen/>

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