

## YEAR IN REVIEW 2021

### Outletcity Metzingen / Outletcity.com



**Even in the face of the challenges presented by the ongoing Covid pandemic and related official measures which strained brick-and-mortar business even more than in the previous year, Outletcity Metzingen was able to continue its development in 2021.**

#### Outletcity Metzingen

Despite a long lockdown from January to the end of April, which had a grave impact on sales volume, investments into the property have continued and various locations have been renovated and improved. For example, the City Mall has been significantly expanded, an important part of Reutlinger Straße has been renovated and a new building at Kanalstraße 4 has been constructed.

Over 20 new brand partners have joined our portfolio thanks to these efforts. An additional 18 brands are showing off their new shine after having moved to new locations with new store concepts – a clear commitment to Outletcity.

The setback to our brick-and-mortar sales volume in comparison to 2020, which was due to a 5-week lockdown, was held at a single digit level thanks to various implemented marketing measures. Taking opening and sales area restrictions into account, a roughly 10 % sales volume increase was “theoretically” made in comparison to 2020.

The OUTLET/CITY App, which houses the OUTLET/CITY Club and serves as an indicator of active guests, has been downloaded 750,000 times since its inception two

years ago. “This was only possible with the interdepartmental cooperation and effort of all of our employees who worked on the creative shopping concepts and safety measures which in turn greatly expanded both our on and offline brand portfolio.” – René Kamm, Managing Director of Outletcity Metzingen.

Once again, Outletcity has been awarded the title of Europe’s largest outlet\* with 60,000 m<sup>2</sup> and 40,745 m<sup>2</sup> SA by Ecostra GmbH. “At the end of a very challenging year, we can look back on fully-booked rented space and recognize our brand partners for their dedication to Outletcity Metzingen.” – Kamm.

The long-term goal to establish Outletcity as an experience destination is one important step closer, despite Corona restrictions. An outdoor art performance and exhibition and attractions such as the world’s tallest swing chair ride or the sustainable ice-skating rink made of synthetic materials have enabled Outletcity to position itself as more than just purely a shopping experience.

New partners such as Champa (sushi & bowls), L’Osteria (pizza & pasta) or the temporary Veuve Clicquot Bar have expanded our culinary diversity on-site. “We are convinced that in the future, in addition to the pure shopping experience, the experience outside and around the stores will play a central role.” – Kamm.

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Nevertheless, the international market has not been forgotten in light of development planning. From the start of the pandemic, there has been an enormous drop in international visitors to Metzingen, which in previous years comprised 40 % sales volume. "We are expecting that it will take until mid-2023 before we see meaningful tourism numbers coming from China. Regardless, we are happy to have seen a rise in visitors from the Gulf States starting Q3 2021 – that gives us hope." --Kamm.

## **Outletcity Online Shop**

The Outletcity Online Shop saw great success in 2021 and achieved 35 % growth in order volume, solidifying its market position in online outlet shopping. "We can generally look back on a successful year in terms of our digital business, and we also celebrate the confirmation of our choice to launch our own Online Shop back in 2012." Says Dr. Stefan Hoffmann, Managing Director Digital & Customer of Outletcity.

With the launch of our new children's department, we are able to provide for another of our customer's needs. Since its inception in summer 2021, demand has been steadily increasing. The Outletcity Online Shop has grown to offer over 350 brands and a selection of ca. 70,000 articles with more to come.

With 3.3 million sent pieces in 2021, the Outletcity Online Shop comes out as one of the winners in the current global situation. A similar level of turnover is planned for on-site business over the next 10 years. The Online Shop should also be available internationally and eventually the same amount of fame as Outletcity. Through the successful start of the marketplace model in fall 2021, Outletcity established a new sales channel while expanding its assortment of goods – another strategic move in maintaining the front position in the Outlet business.

Additionally, Outletcity Metzingen laid a solid foundation for the continuous technological expansion with new fibre-optic and cable infrastructure. With almost 600 new, modern access points, not only is the customer experience on free Wi-Fi both in and outdoors improved, but also safety and security while shopping. Every month, over 100,000 users profit from our free Wi-Fi. Furthermore, over 200 footfall sensors and lasers assist in ensuring the stores do not exceed their capacity limits, and therefore have a measurable impact on the safety of our customers in the pandemic.

"Like all of our services, offers and measures, while expanding on our technological capabilities, offering our guests a safe and pleasant shopping experience is the center of our goal. For the long term, the digitalisation of our location and the networking of all of our sales channels is fundamental for bringing our brand on an even

higher level in terms of selection, customer service and digital benefits." -- Hoffmann.

"in view of all of these developments, we can look be sure that we are creating together with our partners a sustainable and successful future to look forward to for Outletcity Metzingen.", concludes Kamm.

*\*In terms of sales area or size - Marketreport „Outlet Centres in Europe“, p. 27 (Dezember 2021) ecostra GmbH, [www.ecostrade.de/studien\\_und\\_marktberichte/outlet-centres-europe\\_2021-12.pdf](http://www.ecostrade.de/studien_und_marktberichte/outlet-centres-europe_2021-12.pdf)*

## OUTLET CITY METZINGEN BRANDPORTFOLIO



### INTERNATIONAL PREMIUM AND LUXURY BRANDS

7 For All Mankind	Fossil	Max Mara	Seidensticker
Adidas	FTC Cashmere	MCM	Sergio Rossi
Aigner	Furla	Mey	Sigikid
Alberta Ferretti	Gant	Michael Kors	Skechers
Armani	Geox	Missoni	Storck
Bally	Gucci	Miu Miu	Strellson
Babor	Guess	Moncler	Sunglass Hut
Bahlsen	Hackett	Morotai	Superdry
Balenciaga	Haribo	Möve	Swarovski
Bogner	Hogan	Moschino	Swatch
Boss	Hour Passion	Napapijri	Ted Baker
Bottega Veneta	Hunkemöller	Nike	Tefal
Breitling	Jack & Jones	Oakley	The North Face
Burberry	Jet Set	Only	The Cosmetics Company
Calvin Klein	Jimmy Choo	Olymp	Tchibo Prozente
Car Shoe	Joop!	Pandora	Timberland
Coach	Karl Lagerfeld	Patrizia Pepe	Tod's
Converse	Kate Spade New York	Petit Bateau	Tom Tailor
Crocs	Kennel & Schmenger	Peuterey	Tommy Hilfiger
Desigual	Kids Around	Philipp Plein	Tory Burch
Diesel	Kipling	Polo Ralph Lauren	Tumi
Dockers	Kjus	Porsche Design	Under Armour
Dolce & Gabbana	Kneipp	Prada	UGG
Dorothee Schumacher	Lacoste	Puma	Valentino
Douglas	Lambert	Ravensburger	Vero Moda
Ecco	Le Creuset	Reebok	Versace
Ermenegildo Zegna	Levi's	Roger Vivier	Vilebrequin
Escada	Liebeskind	Rossignol	Villeroy & Boch
Esprit	Lindt	s.Oliver	Volvo
Estella	L'Occitane	Salvatore Ferragamo	Watch Station
Etro	Longchamp	Samsonite	Windsor
Fabiana Filippi	Loro Piana	Sandro	Woolrich
Falke	Mammut	Schiesser	WMF
Fendi	Marc O'Polo	Scotch & Soda	Zwilling

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## OUTLETCITY METZINGEN COMMUNICATION AND EVENTS



From its own website with approx. 33 million hits per year to sending out a successful newsletter to approx. 2.5 million subscribers to precisely tailored online advertising strategies, Outletcity Metzinger makes maximum use of its communication channels. In addition, the company profile is represented on the most important social media platforms. Channels such as Facebook, Instagram, TikTok, YouTube and the Chinese platforms Weibo and WeChat are regularly filled with high-quality content.