

# Outletcity Metzingen

## Milestones 1820 – 2021

### 1820 Textile meets tradition

The destination for tanner fellows from all over Germany: Metzingen. The traditional tanners craft puts the small town on the map and turns it into a stronghold of textile and leather manufacturing.

### 1923 A name that enters fashion history

The establishment of the Boss tailor shop by Hugo Ferdinand Boss is of high significance for the origins of the Outletcity. Over the following years, Boss suits take men's fashion by storm.

### 1972 Number 1 in factory sale

Grandsons Uwe and Jochen Holy manage the company and start the first factory sale. A simple idea that positions the company as a pioneer.

### 1995 A city within the city

After the Holy family withdrew completely from Hugo Boss AG in 1993, Uwe and Jochen Holy founded Holy GmbH & Co. KG as a real estate management company. The properties which the company manages and develops are the starting point of today's Outletcity Metzingen.

### 1997 Number 1 in Germany

The brands Bally, Escada and Joop!, alongside Hugo Boss, are the foundation for the further development of Outletcity Metzingen. The first factory outlet centre in Germany is born.

### 2003 Transfer to a stock corporation

Transfer of Holy GmbH & Co. KG to HOLY AG.

### 2006 Additions to the fashion-family

The Outletcity now counts more than 40 stores which offer visitors a varied and comprehensive product selection from luxury and premium brands to business, casual, sports and even outdoor apparel.

### 2012 Number 1 in the online environment worldwide

The first online shop of an outlet destination is successfully launched: outletcity.com. Today the shop offers a selection of over 350 premium and luxury brands which in part differ from the range in Metzingen.

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### 2014/15 International Interest

The number of stores featuring genuine design style grows to over 70. With international stars of the fashion universe, Outletcity becomes a magnet for fashion enthusiasts from all over the world.

### 2018 Nummer 1 in European comparison<sup>1</sup>

174 Factory Outlet Centres surveyed and one winner: Outletcity Metzingen, which by now counts more than 100 stores. According to ecostra, the leading consulting company of the industry, Outletcity Metzingen is economically the most successful.

### 2019 New look, new perspective

The year of highlights! In Metzingen the new Gaenslen & Völter Areal section opens with 16 additional stores including the world's largest BOSS outlet. At the same time, the launch of the OUTLETCITY app takes shopping to a smart level. The digital tool provides visitors with a shopping assistant and the OUTLETCITY CLUB with its benefits: members collect points and are rewarded for their loyalty.

### 2020 Largest outlet in Europe<sup>2</sup>

New protagonists augment the portfolio of Outletcity: with the opening of the new area Enzian Höfe Home, Beauty & Living stores provide a first-class shopping experience that reaches into one's home.

### 2021 Online Shop becomes an online outlet marketplace

The Online Shop strengthens its claim as a pioneer in the omnichannel outlet business and enters the online marketplace business. Over a longer period, further segments such as jewellery, beauty and home & living are to join fashion in the product portfolio, expanding the product range.

1 According to the ranking in the "Outlet Centre Performance Report Europe 2018" by ecostra GmbH, Wiesbaden in cooperation with magdus, Troyes. The report is based on a Europe-wide survey of international brand manufacturers on the economic performance of individual stores that they operate in different outlet centers.

2 By sales area or size - Market report "Outlet Centres in Europe", p. 25 (September 2021) produced by ecostra GmbH, [www.ecostra.de/studien\\_und\\_marktberichte/outlet-centres-europe\\_2021-09.pdf](http://www.ecostra.de/studien_und_marktberichte/outlet-centres-europe_2021-09.pdf)