

ABOUT US

HOLY AG / OUTLET/CITY METZINGEN



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.

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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 500 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 2020, Outletcity Metzingen was expanded by another area and offers a fully comprehensive shopping experience on an area of approx. 40,000squaremeters now. The gastronomy offer has been expanded to include successful concepts such as L'Osteria, Marché Mövenpick, Starbucks, Amorino and Almresi. Digital offers such as the online shop, the OUTLET/CITY app and the OUTLET/CITY CLUB combine real and digital shopping worlds into a holistic experience and put the customer at the centre. With its entry into the marketplace business, as the first omnichannel outlet worldwide, Outletcity once again demonstrates innovative strength and adaptability and consolidates its position as a pioneer in the outlet environment.

[More information](#)

press contacts

Isidora Muthmann, PR & Network Management | isidora.muthmann@holy-ag.de
Tamara Link, PR & Network Manager | tamara.link@holy-ag.de