

INDEX THE GLOBAL RETAIL ATTRACTIVENESS INDEX (GRAI) SHOWS AN UPWARD TREND INTERVIEW THE BIG ACROSS INTERVIEW WITH MEC'S MANAGEMENT RETAIL PARKS A DETAILED LOOK AT THE STOP SHOP CONCEPT OF IMMOFINANZ

VIAOUTLETS.COM

REDEFINING THE OUTLET SHOPPING EXPERIENCE



DISCOVER 11 PREMIUM FASHION OUTLETS IN EUROPE'S MOST EXCITING DESTINATIONS





DEAR READER,

we are currently living through very turbulent times. A clear indication of this is the huge variety of topics that surround the placemaking industry right now. It gives me great pleasure to present you our big fall print issue with a whole series of highly exciting articles.

This time, we focused on the topic of "food anchors". Is their increased importance perhaps a short-term consequence of the pandemic, and is a very significant and determining location trend emerging here? We asked many international experts to give us their views on this.

In general, I have noticed that the retail park sector is currently very dynamic. This is reason enough for us to present the manifold activities of Immofinanz with its STOP SHOP retail parks in a separate magazine section.

And finally, I am also very positive about two other topics: Firstly, the current GRAI-our Global Retail Attractiveness Index, which we developed together with Union Investment and GfK, is showing an encouragingly strong upward trend throughout Europe! And on the other hand, MAPIC is taking place in Cannes at the end of November. A real trade fair with real people in a real, physical, beautiful place. For me-head- and motivation-wise-a nice symbol in the direction back to a "better normal".

I hope you enjoy reading our informative issue.

Sincerely

Reinhard Winiwarter Publisher of ACROSS Magazine r.winiwarter@across-magazine.com www.across-magazine.com













Commentary by Neil Churchill

Paris-Proofing Retail Property: Who Needs to Do What and by When? 12

Commentary by Caroline Milne & Zsolt Toth

Challenging Times for Russian Superregional Malls Commentary by Kirill Stepanov

Creating Places People Want to Visit

Commentary by Steffen Eric Friedlein

PROJECTS & OPENNGS

Shop'in Pacé

This summer, Shop'in Pacé in Rennes (France) celebrated its new configuration with an extension to a total area of 19,000 sq m.



. 6 Expansion Construction Progress

The expansion of the Eurovea mixed-use complex in Bratislava is progressing according to schedule. The project is being developed by J&T Real Estate, and the functional public places were executed by internationally recognized architect Beth Galí

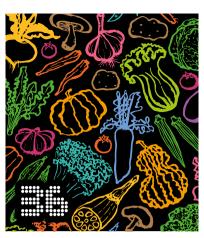


Ján Harom, Nivy Center Property Director, talks about the architecture, range of services and functions, and anticipated footfall of the multifunctional project



Opening of Prešov Eperia's Second Stage Attracts 75,000 Visitors 64

The opening of the second stage of Prešov's Eperia shopping mall took place in September and was attended by the Mayor of Prešov, Andrea Turčanová



IDVER STORY

The global clash of digitalization and the pandemic is shaping the economic development of the 20s of this century. During the period of the coronavirus pandemic, food anchors have become a lifeline, especially to those shopping centers whose non-food tenants are particularly suffering from the "online sclerosis" of their sales

Kaufland, Strong Frequency Anchor of Thriving Centers

Angelus Bernreuther describes the success strategies that lead to a win-win alliance between shopping places and their anchor tenant Kaufland

Developer & Operator Statements

Comments by European experts



45

CENTER MONOGEMENT

Flagship Destination Westfield Centro: Rebranding as a Strong Signal 32

URW's Constantin Wiesmann and Katharina Zeiler tell us what it takes to keep growing and level-up, constantly pushing the envelope and adapting to ever-growing consumer expectations



The management of MEC shares insight on shaping the asset class of retail parks on the occasion of their 10th anniversary

DESIGNER DUTLETS

VIA Outlets Rebrands Toward Digital Transformation 2

VIA Outlets, which owns 11 centers in nine countries, has recently celebrated the unveiling of its new corporate branding following an extensive rebranding undertaking

future as it celebrates its 10th anniversary

Smart Shopping, Safe Spaces, and Strong Resilience.....

Neinver is celebrating its 25th anniversary and the perks of the outlet center concept

Ikea Opens Large City Department Store at Gallerian in Stockholm......30

A large city department store covering four floors and just over 8,000 sq m is scheduled to open in the southern part of Gallerian

Bründl Opens Sustainable Sports Store in the Alps

Following its renovation and expansion in October 2021, the flagship store of Bründl Sports, in Kaprun, has emerged as an ultra-modern architectural jewel



Waste Your Time @ H&M Mitte

Retail Shop Tip by Heidemarie Kriz

Shopping with All Five Senses...... 56

What does that really mean? The idea of creating physical, emotional shopping experiences has become an integral part of the retail discussion since physical, brick-and-mortar retail began to decline in popularity



Consumers Love Brands, Brands Love Brands-Start Being a Brand62

Column by Caroline von Westerholt

It is Time for Shopping Centers to Embrace E-Commerce

A digital marketplace is an indispensable integration for shopping centers as CEO of Placewise Group and Member of the Across Advisory Board, Peter Tonstad, explains



STUDIES 2 REPORTS

An Overview of the Serbian Capitall

.....2

Development, Technical Operations, and Innovations Director Jovana Cvetković looks back on a time of particular turbulence—not solely due to reasons relating to the pandemic.

Europe's Retail Markets Emerging from Crisis

Global Retail Attractiveness Index shows clear signs of recovery. Germany, Czech Republic and Poland are new top trio in index with the sharpest rise in Spain

STOP SHOP Special.....

The 100 retail parks of Immofinanz

4 ACROSS 4|2021 ACROSS 5