

mapic® AWARDS

PRESELECTED PROJECTS

2026

mapic® AWARDS

MOST EXCITING – RETAIL BRAND

MOST EXCITING – RETAIL BRAND

Lefties



Founded
1999, Spain

What they do
Value-driven fashion retailer offering affordable apparel, footwear, accessories, sportswear and home products for women, men, children and babies. Part of the Inditex portfolio.

Stores & Presence
215+ stores (Spain, Portugal, Mexico, Turkey, Italy, Romania, France and the UK). Strong omnichannel model with growing international expansion.

Financials (2025)
Estimated revenue of approximately **€645M** in FY2024/25, up **17% year-on-year**. Achieved profitability with around **€21M net profit**, making it one of Inditex's fastest-growing concepts.

Key Highlights (2025–2026):

- One of the fastest-growing brands within the Inditex portfolio, combining low-price positioning with upgraded store concepts and digital innovation.
- Accelerating international expansion with new openings in France and the UK, targeting markets beyond its traditional Southern European base.
- Expanded into the home category through Lefties Home.
- Positioned as an affordable fashion destination for price-conscious Gen Z and families, leveraging technology-enhanced stores, self-checkout and omnichannel services.

MOST EXCITING – RETAIL BRAND

Normal



Founded
2013, Denmark

What they do
Danish discount variety retailer selling branded personal care, beauty, household, cleaning, food and snack products at consistently low prices. Known for its "treasure hunt" shopping experience and constantly changing assortment.

Stores & Presence
1,000+ stores across 14 European countries.

Financials (2025)
Revenue of approximately **DKK 15.2 billion (€2.0bn+)**, with **DKK 897 million** net profit.

Key Highlights (2025–2026):

- Surpassed 1,000 stores across Europe, cementing its position as one of the continent's fastest-growing retail chains.
- Continued rapid international expansion with entries into Italy, Ireland, Austria, Slovakia, the Czech Republic and Romania.
- Built a differentiated retail model based on branded products, fixed low prices and a "treasure hunt" customer experience driving high visit frequency.
- Targets value-conscious consumers seeking branded beauty, personal care and household products at significant discounts versus traditional retailers.

MOST EXCITING – RETAIL BRAND

Pop Mart



Founded
2010, China

What they do
Designer toy and entertainment company specializing in collectible figures, plush toys and “blind box” products built around proprietary IPs such as LABUBI or MOLLY, as well as collaborations with major brands including Disney and Harry Potter.

Stores & Presence
630 retail stores and 2,637 vending machines across 20 countries and regions.

Financials (2025)
Revenue reached **RMB 37.1 billion ($5.1bn)** in 2025, up **184.7% year-on-year**.

Key Highlights (2025–2026):

- One of the world's fastest-growing consumer brands, driven by the global success of LABUBU and other proprietary collectibles.
- International business now represents 43.8% of total revenue, with rapid expansion across North America, Europe and Asia-Pacific.
- Continued aggressive retail rollout, entering new markets including Germany, Denmark, Canada and the Philippines, while strengthening its global store network.
- Evolving from a toy retailer into a global IP and entertainment platform, leveraging licensing, artist collaborations, themed experiences and destination retail concepts.

mapic® AWARDS

MOST EXCITING – FOOD & BEVERAGE BRAND

MOST EXCITING – FOOD & BEVERAGE

Flat Iron



Founded
2012, United Kingdom

What they do
Premium-casual steakhouse chain focused on delivering high-quality steak at accessible prices. Best known for its signature flat iron steak, simple menu and strong value-for-money positioning.

Stores & Presence
20 restaurants across the UK.

Financials (2025
Privately held.

Key Highlights (2025–2026):

- Continued rapid expansion beyond London, strengthening its presence in major regional UK cities.
- Acquired by hospitality-focused investors McWin Capital Partners and TriSpan, providing new resources to accelerate growth.
- Preparing its first move into international markets, following a strong track record in the UK restaurant sector.
- Differentiates itself through a high-quality steak offer, vertically integrated sourcing expertise and a simplified menu that delivers premium dining at affordable price points.

MOST EXCITING – FOOD & BEVERAGE

Honest Greens



Founded
2017, Spain

What they do
Fast-casual healthy food concept built around its “Real Food” philosophy. Offers seasonal bowls, salads, grilled dishes and plant-forward meals prepared fresh daily with no additives or preservatives.

Stores & Presence
42 restaurants across Spain, Portugal, UK and France

Financials (2025)
Privately held; no public data

Key Highlights (2025–2026):

- One of Europe's fastest-growing healthy fast-casual restaurant brands, combining chef-driven food, technology and premium design.
- Accelerating international expansion with openings in London and Paris, alongside continued growth across Spain and Portugal.
- Backed by investment firm Act III, with a clear ambition to scale across Europe and potentially enter new international markets.
- Positioned at the intersection of wellness, sustainability and convenience, appealing to urban professionals, health-conscious consumers and younger generations seeking premium yet accessible dining.

MOST EXCITING – FOOD & BEVERAGE

La Piadineria



Founded
1994, Italy

What they do
Italy's leading fast-casual restaurant chain specializing in **piadine**, the traditional Italian flatbread prepared fresh and filled to order.

Stores & Presence
Over 400 locations across Italy and France mostly

Financials (2025)
Privately held; no public data

Key Highlights (2025–2026):

- Opened more than 80 new restaurants in 2025, with a similar number planned for 2026, making it one of Europe's fastest-growing fast-casual restaurant operators.
- Accelerating international expansion with continued growth in France and the launch of its first restaurant in New York, marking the beginning of its US rollout.
- Backed by CVC Capital Partners since 2024, providing additional resources to support its ambition of becoming a global brand.
- Combines authentic Italian heritage, operational simplicity and strong value-for-money positioning, attracting a broad consumer base across high streets, travel hubs and shopping centres.



MOST EXCITING – LEISURE & ENTERTAINMENT BRAND

MOST EXCITING – LEISURE & ENTERTAINMENT BRAND

ACTIVATE



Founded
2019, Canada

What they do
Technology-driven active gaming concept that combines physical challenges, immersive environments and video game mechanics. Players compete in interactive rooms featuring motion sensors, RFID technology, lights and digital scoring systems.

Stores & Presence
55+ locations across North America, Europe and the Middle East.

Financials (2025)
Privately held; no public financial data available.

Key Highlights (2025–2026):

- Recognized as the world's first active gaming concept, blending sport, gaming and immersive entertainment into a highly repeatable experience.
- Opened its first French location at Val d'Europe, marking a major step in its European expansion strategy.
- Plans to develop approximately 30 locations across France, Spain, Portugal and Benelux.
- Strong appeal to Gen Z, families and corporate groups thanks to its mix of physical activity, competitive gameplay, team challenges and social-media-friendly experiences

MOST EXCITING – LEISURE & ENTERTAINMENT BRAND

Meow Wolf



Founded
2008, USA

What they do
Creates large-scale immersive art experiences that combine storytelling, interactive installations, technology, theatrical design and exploration. Visitors enter fictional worlds and uncover narratives through self-guided discovery.

Stores & Presence
5 locations

Financials (2025)
Privately held. Estimated annual revenue of approximately **$290 million**.

Key Highlights (2025–2026):

- One of the world's most influential immersive art and entertainment brands, recognized among TIME's most influential travel and tourism companies.
- Expanding its national footprint with a major Los Angeles opening in 2026, following successful locations in key US destination markets.
- Blends art, storytelling, technology and experiential retail to create highly shareable, destination-driven attractions that attract millions of visitors.
- Supports hundreds of local and independent artists while building proprietary intellectual property across exhibitions, digital content, games and entertainment.

MOST EXCITING – LEISURE & ENTERTAINMENT BRAND

Toca Social



Founded
2019, United Kingdom

What they do
Competitive socialising concept combining interactive football-based games, immersive technology, food & beverage, live events and private group spaces. Designed for football fans and casual players alike.

Stores & Presence
7 locations (UK, USA, France, Guatemala)

Financials (2025)
Privately held; no public data

Key Highlights (2025–2026):

- One of the leading football-themed competitive socialising concepts, combining sport, technology and hospitality in a highly immersive format.
- Accelerating international rollout with new openings in the United States, Mexico and Continental Europe.
- Backed by significant investment, including a $100 million fundraising round by TOCA Football and additional capital dedicated to expanding the TOCA Social platform.
- Targets friends, families, football fans and corporate events by blending interactive football challenges, premium F&B, watch parties and social experiences.

mapic® AWARDS

BEST NEW DEVELOPMENT PROJECT

1364, Diplomatic Quarter, Riyadh



COMPANY INFORMATION

Company submitting the entry
Unified Real Estate Development

Company activity
Developer

Company country
Saudi Arabia

ABOUT YOUR PROJECT

A 100-word summary describing the project's concept and ambitions
1364 is a landmark lifestyle destination redefining contemporary placemaking in Riyadh's Diplomatic Quarter. Inspired by Salmani architectural principles, it combines Saudi identity with contemporary design to create a distinctive, human-centred urban experience. Conceived as a highly walkable environment, 1364 brings together curated retail, exceptional dining, wellness, entertainment and social experiences within landscaped streets and vibrant public spaces. Its ambition extends beyond retail—to create an enduring community hub that encourages connection, discovery and wellbeing while responding authentically to its prestigious setting. 1364 represents a new generation of Saudi lifestyle destinations: locally rooted, experience-led and designed for modern life.

BEST NEW DEVELOPMENT PROJECT

Parma Promenade



COMPANY INFORMATION

Company submitting the entry
Eurofund Group

Company activity
Investor - Asset/Fund Manager

Company country
Spain

ABOUT YOUR PROJECT

A 100-word summary outlining your project's vision and achievements
Parma Promenade transforms the former Parma Retail into Emilia-Romagna's first open-air Shopping Resort. Eurofund Group and SIGNAL invested €39m to replace hard-paved piazzas and car-dominated spaces with landscaped promenades, green areas, a 15,000 m2 sport and leisure zone and a dining offer celebrating Parma's Food Valley. The redevelopment generated €120m in GVA for Italy, including €77m in Parma, involving over 3,200 workers, 2,600 of them local. A further €1.6m, agreed with the Comune di Parma, upgraded surrounding roads, lighting and green spaces. Since opening on 2 September 2026, over 45 stores have welcomed 270,000 visitors in under three weeks.

BEST NEW DEVELOPMENT PROJECT

Valvert Croix-Blanche Retail Park



COMPANY INFORMATION

Company submitting the entry
Compagnie de Phalsbourg

Company activity
Developer

Company country
France

ABOUT YOUR PROJECT

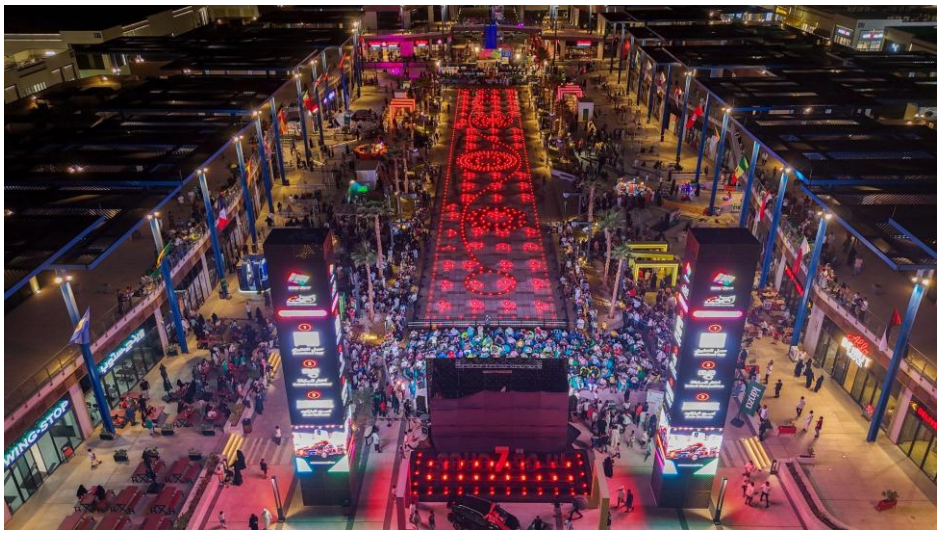
A 100-word summary describing the project's concept and ambitions
Valvert Croix-Blanche Retail Park is a lifestyle destination: 65,000 m2 featuring a lake, an art trail, landscaped walking paths, and a mixed-use site with sporting goods and home equipment stores, a "Fashion Street" dedicated to fashion retailers, and an "Outlet Avenue" offering accessible and premium brands at reduced prices.

The site was designed around togetherness and shared experiences, with 18 restaurants representing cuisines from around the world, sports facilities, a gym, padel courts, five-a-side football, a climbing wall, play areas, the Dinosaur Forest, and an immersive exhibition.

mapic® AWARDS

BEST URBAN REGENERATION PROJECT

Souq7, Jeddah – SPECIAL JURY PRIZE –



COMPANY INFORMATION

Company submitting the entry
Azad Properties

Company activity
Operator

Company country
Saudi Arabia

ABOUT YOUR PROJECT

A 100-word summary outlining your project's vision and achievements

Souq7 transforms the site of the former Prince Mitub Markets into a contemporary retail district that preserves the commercial spirit of the traditional souq while upgrading the urban experience around it. Across 720,000 sqm and seven specialised zones, the project replaces a fragmented market environment with modern infrastructure, organised circulation, public spaces, entertainment and a broader commercial ecosystem. The regeneration supports thousands of businesses, SMEs and entrepreneurs, creates more than 24,000 direct and indirect jobs, and strengthens southeast Jeddah as a destination for commerce, community and culture. Souq7 demonstrates how retail-led regeneration can create lasting urban and economic value.

BEST URBAN REGENERATION PROJECT

Bobigny coeur de ville



COMPANY INFORMATION

Company submitting the entry
ALTAREA COMMERCE

Company activity
Group of Retail

Company country
FRANCE

ABOUT YOUR PROJECT

A 100-word summary outlining your project's vision and achievements
Bobigny Cœur de Ville transforms an obsolete shopping centre into a vibrant new urban heart. Spanning 2.7 hectares and over 100,000 sqm, the project combines 1,266 homes, 13,000 sqm of retail and services, 10,000 sqm of offices, a six-screen cinema and a student residence. The new mixed-use district reconnects the neighbourhood with the city through diverse amenities, local services and extensive landscaping. With 6,258 sqm of planted areas and 412 trees, it creates a greener, more inclusive and vibrant centre for Bobigny and its 230,000-inhabitant catchment area.

ChorusLife Bergamo



COMPANY INFORMATION

Company submitting the entry
Costim Real Estate

Company activity
Developer

Company country

ABOUT YOUR PROJECT

A 100-word summary outlining your project's vision and achievements
ChorusLife is a landmark urban regeneration project that transformed Bergamo's former OTE industrial site into a vibrant,pedestrian-first district where living, hospitality, entertainment, wellbeing, retail and public spaces coexist within a single integrated ecosystem. Developed by POLIFIN Group, the project has regenerated over 70,000 sqm, remediated more than 100,000 m3 of land, achieved LEED Gold certification and became the first development in Continental Europe to earn the WiredScore Neighborhood certification. Since the opening, it has revitalized an abandoned area, attracted national and international visitors, welcomed over 500,000 Arena spectators, and established a new model of privately led, people-centered urban development.

BEST URBAN REGENERATION PROJECT

Rembrandthof Extension, Stadshart Amstelveen, Amsterdam



COMPANY INFORMATION

Company submitting the entry
Unibail-Rodamco-Westfield

Company activity
Developer

Company country
FRANCE

ABOUT YOUR PROJECT

A 100-word summary outlining your project's vision and achievements

Stadshart Amstelveen Phase 1 demonstrates how retail can act as a catalyst for urban regeneration. Through the transformation and extension of the Rembrandthof shopping district, the project has revitalised a key part of Amstelveen's city centre, creating a more vibrant, accessible and future-ready destination for residents and visitors alike. The development introduced flagship retail, upgraded workplaces, enhanced public realm and strengthened pedestrian connectivity, while embedding ambitious sustainability measures. Beyond delivering commercial success and attracting 15 new flagship brands, the project has stimulated wider public and private investment, helping establish a long-term vision for the continued regeneration of Amstelveen's urban core.

mapic® AWARDS

BEST REFURBISHMENT PROJECT

BEST REFURBISHMENT PROJECT

Landquart Fashion Outlet



COMPANY INFORMATION

Company submitting the entry
VIA OUTLETS

Company activity
Investor - developer

Company country
The Netherlands

Company website
www.viaoutlets.com

ABOUT YOUR PROJECT

A 100-word summary describing the project's concept and impact
A transformative expansion has elevated the centre into one of the Alps' most compelling retail destinations, increasing GLA by over 20% to 27,000 m2 through a sophisticated alpine-inspired design. Enhanced accessibility includes a four-storey car park with 1,550 spaces and Switzerland's largest fast-charging car park, powered entirely by renewable energy. The development has attracted premium brands including Coach, Eleventy and Birkenstock, created around 200 new jobs, and further strengthened the destination's appeal. Since its unveiling in Q2 2026, the centre has achieved an exceptional 43% year-on- year increase in footfall, reinforcing its position as a leading Alpine shopping and lifestyle destination.

BEST REFURBISHMENT PROJECT

NEXTOPIA



COMPANY INFORMATION

Company submitting the entry
Siam Piwat Company Limited

Company activity
Developer

Company country
THAILAND

Company website
www.siampiwat.com

ABOUT YOUR PROJECT

A 100-word summary describing the project's concept and impact

NEXTOPIA transformed 15,000 sq.m. of retail space at Siam Paragon into a Sustainable Prototype City, reimagining the fifth floor as a future-ready destination where retail, dining, lifestyle, and innovation converge. Through refurbishment and adaptive reuse, the project demonstrates how existing retail assets can be reinvented to deliver long-term economic, social, and environmental value. Sustainability is embedded throughout the customer journey, from green building features and responsible materials to curated tenants, community engagement, and educational experiences. The transformation has attracted over 4.2 million visitors and gained international recognition through participation in the UN Global Compact Leaders Summit.

BEST REFURBISHMENT PROJECT

Vila do Conde Porto Fashion Outlet Expansion



COMPANY INFORMATION

Company submitting the entry
VIA Outlets

Company activity
Investor - developer

Company country
The Netherlands

Company website
www.viaoutlets.com

ABOUT YOUR PROJECT

A 100-word summary describing the project's concept and impact
A landmark expansion has transformed the centre, increasing GLA by over 25% to 31,000 m² and creating an elevated shopping experience defined by contemporary architecture, natural materials, and a spectacular glass atrium. Designed with sustainability at its core, the project incorporates solar energy and high-efficiency HVAC systems as part of our Beyond Sustainable strategy. The expansion has created enhanced capacity for 31 new stores, with brands including Pandora, Zara Home, Lottusse, New Era, Pedro del Hierro, Vans, Volcom, Urban Project, Boutique dos Relógios, and Lola Casademunt already enhancing the offer. Since opening in Q2 2026, brand sales have risen 10%.

mapic® AWARDS

BEST NEW STORE CONCEPT

BEST NEW STORE CONCEPT

Balabala Xuhui Riverside "Living Your Passion" Pop-Up, Shanghai



IN-STORE EXPERIENCE INFORMATION

Brand store and location
Balabala Xuhui Riverside "Living Your Passion" Pop-Up, Shanghai, China

COMPANY INFORMATION

Company submitting the entry
SEMIR INTERNATIONAL GROUP (HK) LIMITED

Company activity
Group of Retail

Company country
China

Company website
www.balabala.com

ABOUT YOUR IN-STORE EXPERIENCE

A 100-word summary describing the store concept and its goals
Hosted at a 2,500-sqm public riverside site for three weeks, this project translates the brand ethos “Living Your Passion” into real-world parent-kid experiences. It premiered Balabala’s original IP family and nearly 100 new products across five categories. With ten themed zones combining retail, sports, charity and cross-industry partnerships, it drew 2 million visitors, 100 000 family check-ins and over 1.8 billion social-media impressions, exploring new-generation children’s experiential retail in urban public spaces.

BEST NEW STORE CONCEPT

Beymen Tersane, Istanbul



IN-STORE EXPERIENCE INFORMATION

Brand store and location
Beymen Tersane, Galleries of Luxury, Istanbul, Turkey

COMPANY INFORMATION

Company submitting the entry
Beymen Group

Company activity
Group of Retail

Company country
Türkiye

Company website
https://www.beymengroup.com/tr/index.php

ABOUT YOUR IN-STORE EXPERIENCE

A 100-word summary describing the store concept and its goals
Beymen Tersane, Galleries of Luxury transforms the interior of a 600-year-old Ottoman shipyard on Istanbul's Golden Horn into a contemporary luxury retail, cultural, and social destination. Organized through nine interconnected galleries, the store replaces a prescribed retail route with an open-ended journey shaped by architecture, light, materiality, art, and spatial discovery. Its goal is to redefine luxury retail as an experiential environment where heritage and contemporary design coexist. Through adaptive reuse, self-supporting interiors, recycled materials, and energy efficient lighting, Beymen Tersane connects visitors with history, culture, and the public life of the city.

BEST NEW STORE CONCEPT

COACH Play Shinsaibashi, Osaka



IN-STORE EXPERIENCE INFORMATION

Brand store and location
COACH Play, Shinsaibashi, Osaka, Japan

COMPANY INFORMATION

Company submitting the entry
Coach Stores Limited

Company activity
Group of Retail

Company country
United Kingdom

Company website
www.coach.com

ABOUT YOUR IN-STORE EXPERIENCE

A 100-word summary describing the store concept and its goals
Coach Play Shinsaibashi Osaka is located in an area known for malls and department stores such as Daimaru and Parco, as well as high Gen Z penetration. Coach Play is an immersive, experiential concept store blending New York style with local culture. An oversized Rexy (Coach's dinosaur mascot) greets visitors. Inside, warm natural woods and bamboo with traditional Japanese architectural lines contrast with vibrant, Osaka-inspired neon art. Shoppers explore popular handbag lines like Tabby, Brooklyn and Empire while enjoying interactive customization options through the Coach Create station – an incredibly attractive community-creating Gen Z element which increases dwell time x8+.