

## NEINVER OPENS SEVILLE OUTLET UNDER THE STYLE OUTLETS BRAND

- *Just in the first weekend as The Style Outlets, Seville center had incremented visitors in a 16%.*
- *The centre, according to its renewed image offers a brand new range of services which will improve a unique experience of shopping.*
- *Seville's centre is now the seventh outlet of the company under The Style Outlets brand joining NEINVER's standard of a new generation of outlets in Europe.*
- *The Style Outlets offers a new shopping formula by giving not only a "place to shopping", but also a "place to stay".*

**Madrid, October 25<sup>th</sup> 2012.**- NEINVER's Seville outlet centre has recently been included in The Style Outlets family elevating its image to the best European enclosed malls. This is the second Spanish centre under the *The Style Outlets* brand family, right after Coruña The Style Outlets. After five months of remodeling works, the centre shows a new modern, harmonious and elegant design with white shades, green spaces and a very detailed decoration.

According to the renewed image of the centre it also offers a brand new range of services which will improve this unique shopping experience. Visitors can enjoy chill-out zones, WiFi area, childcare, lactation room and a wide variety of restaurants. This improvement in services has also elevated the quality of the stores; some new national and international fashion brands have joined the centers with the best offer all around Andalucía.

In addition to the new image, offer and services NEINVER is concerned about sustainability and this commitment is also represented in the center. Used of LED lights for reducing the energetic consumption a 76%, installation of electrical charging points, recycling points and other systems supporting energetic saving, are also new implementations in this center.

The new The Style Outlets brand has been a success between Andalusian customers since the beginning. This new modern image, new services and concept of style have been the reasons of registering a significant footfall up-rise. Just in the first weekend as The Style Outlets, the center had incremented visitors in a 16%.





The Style Outlets continues its geographic expansion and it has already got presence in five European countries (France, Italy, Germany, Spain and Portugal). NEINVER is reinforcing its strategy for a unique platform to unify its new generation centers under The Style Outlets' brand. A platform "best in class" that offer its consumers a new shopping formula by giving not only a "place to Shopping", but also a "place to stay".

**Note to the Editor:**

NEINVER is a leading international property company that focuses its business on property development, asset management and fund management. With more than 40 years of experience, NEINVER has bolstered its position in the European market by managing 14 outlet centres with a total of 293,000 m<sup>2</sup> of GLA, under the FACTORY and The Style Outlets brands.

NEINVER is now the second-largest operator of outlet centres in Europe (2012 ICSC ranking) and the largest manager of outlet centres in Spain and Poland. The company was the pioneer in introducing the outlet concept to Spain and Poland.

NEINVER manages 427,000 m<sup>2</sup> of retail space, 1,600 shop locations and more than 800 of the finest brands doing business in Spain, Italy, France, Germany, Portugal and Poland. NEINVER thus remains committed to specialisation and geographic diversification.

NEINVER manages the IRUS European Retail Property Fund, one of the largest private-capital pan-European retail property funds.

Also, its experience in developing, leasing and managing outlet centres is why the company is recognized as a strategic partner in carrying out property-related projects. This is what is now allowing NEINVER to enter new markets.

**For more information:**

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