

**designer
outlet**
Kraków



We love
Outlet
Shopping

PREMIUM OUTLET SHOPPING

More than 120 fashion & lifestyle brands,
30-70% off, all year round.

Just a 15 minute drive from Krakow city centre.

Opening Autumn 2025

With perfect connections to A4 motorway
and S7 expressway

designeroutletkrakow.pl



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THE NEW OUTLET SHOPPING DESTINATION FOR THE KRAKÓW AND MAŁOPOLSKA REGION

Welcome to Kraków, the capital of Lesser Poland, the most popular tourist destination in Poland. The new Designer Outlet Kraków will offer you more than 120 fashion and lifestyle brands 30-70% off in comparison to the regular recommended retail prices.

Designer Outlet Kraków has more than 100 shops, gross lettable area of 20,000 sqm, 2,000 parking spaces in an above- and underground system.

Designer Outlet Kraków is managed by ROS Retail Outlet Shopping. The opening of the centre is planned for Autumn 2025.



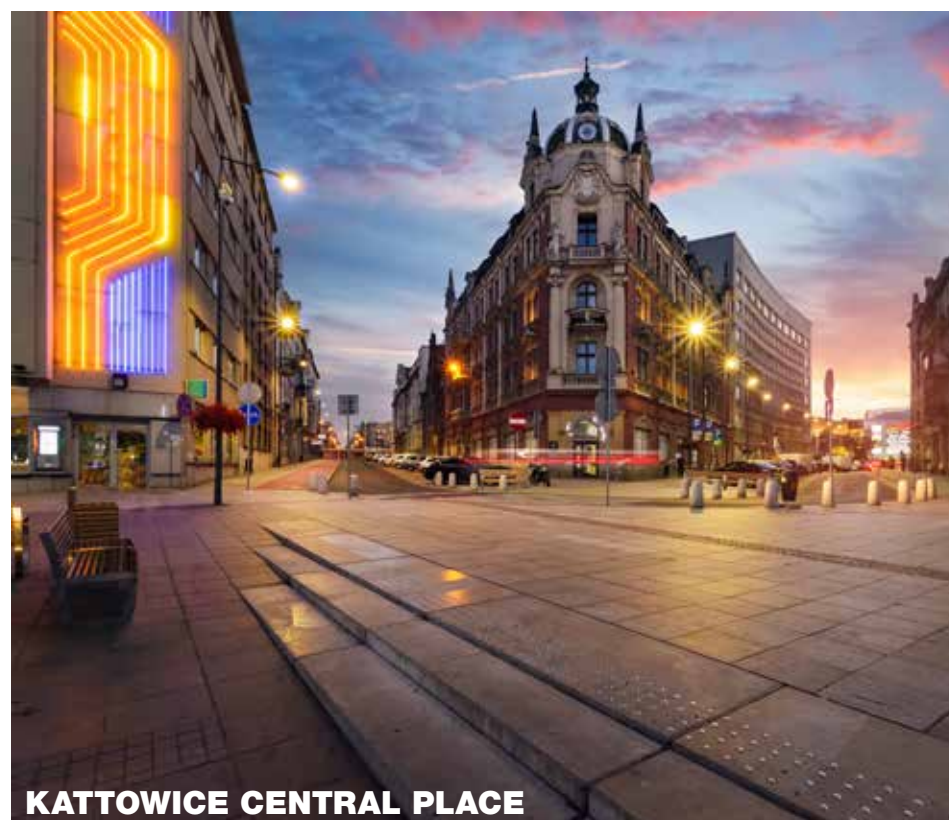
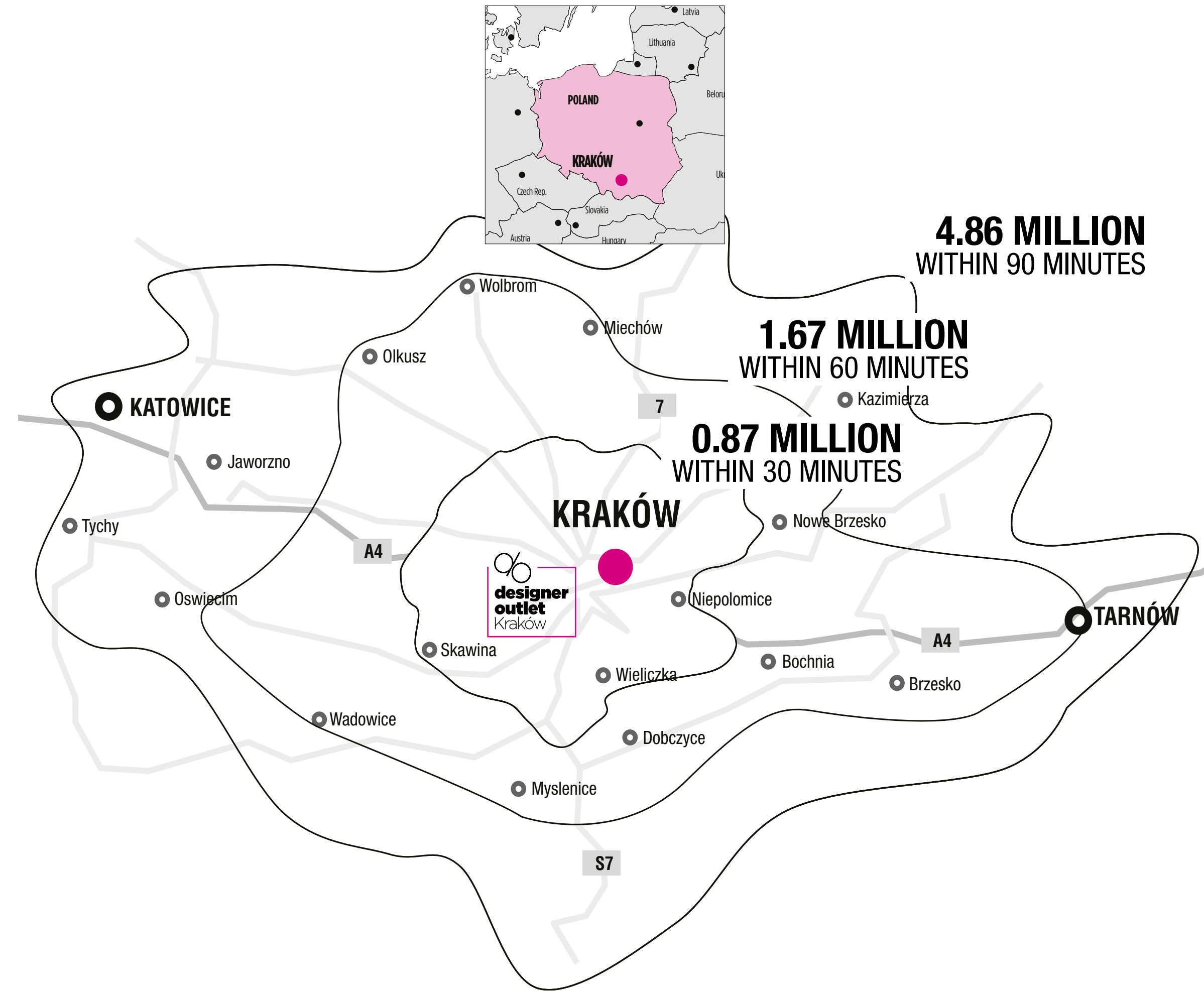
CATCHMENT

MORE THAN 4.8 MILLION RESIDENTS

Kraków is the most visited Polish city. In 2019, over 14 million tourists* came here. Kraków is an exceptional city. Magical, fairy-tale, enchanted - these are just some of the terms that come to mind for those visiting the former capital of Poland.

Located on the banks of the Vistula River, Kraków is captivating not only through its architectural qualities or the number of monuments, but also its lifestyle.

*LESSER POLAND TOURIST ORGANIZATION



KATOWICE CENTRAL PLACE



KRAKOW MARKET SQUARE

FoodSpot

HealthyFood

everyday clothes

evening collection

classy shoes

fashion store

Tommy Denim

T Store

DESIGNER OUTLET
KRAKÓW

OPENING AUTUMN 2025

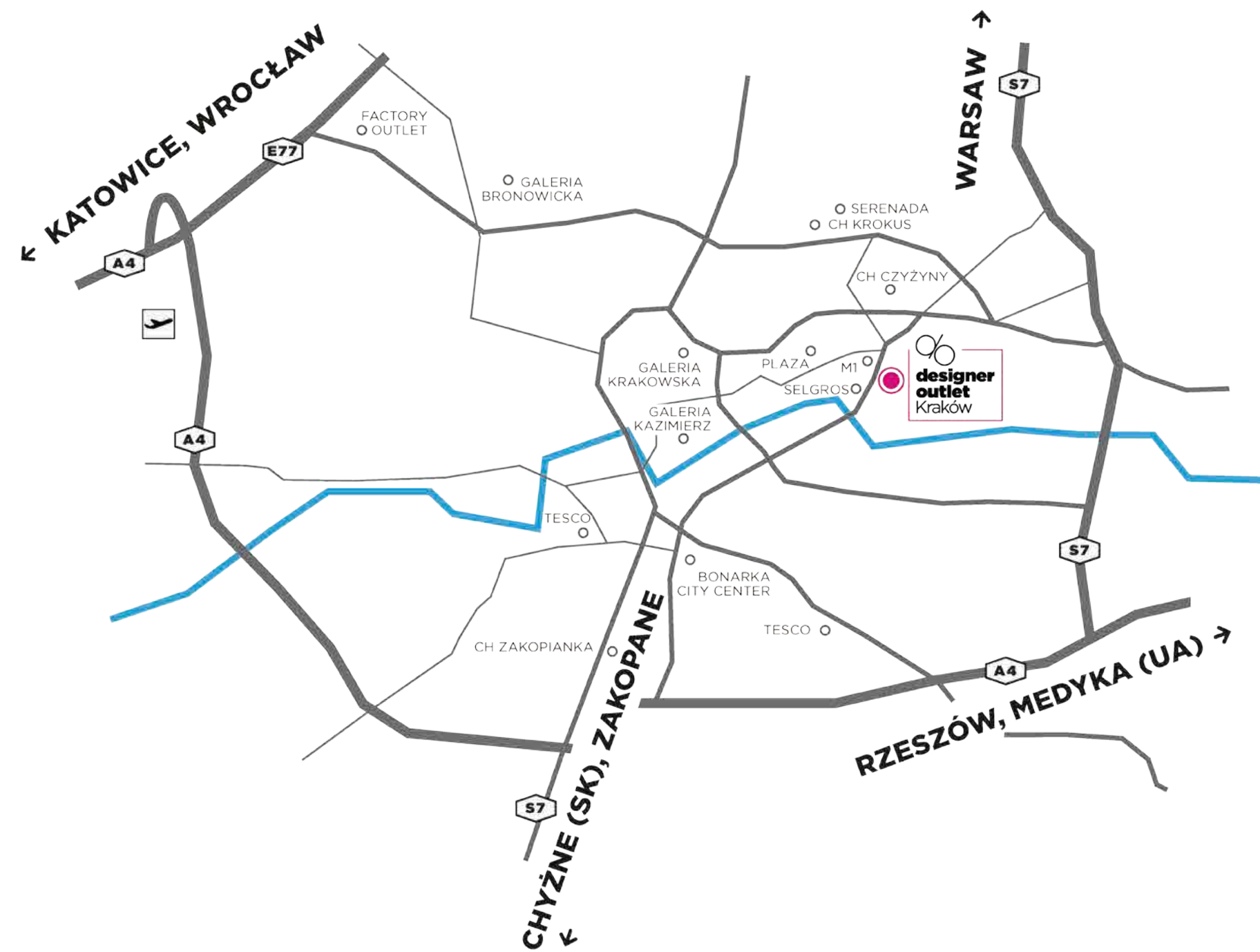


DESIGNER OUTLET KRAKÓW

IN THE HEART OF THE CITY

The outlet centre is being developed as part of a 60,000 sqm mixed-use complex, which will also include two retail parks. An additional advantage of the location is the proximity of the dynamically developing housing infrastructure. The location at one of the main streets of Kraków provides enables communication with the city. This spot is also very

well connected with the A4 motorway and the S7 expressway, which are used by the inhabitants of the region to move quickly around this area. Two wide, safe, and intuitive underground and aboveground parking entrances will provide comfortable communication on the premises. A city bus stop has been planned to be built next to the outlet centre.



**MORE THAN 120 FASHION & LIFESTYLE
BRANDS 30-70% OFF, ALL YEAR ROUND**

OPENING AUTUMN 2025

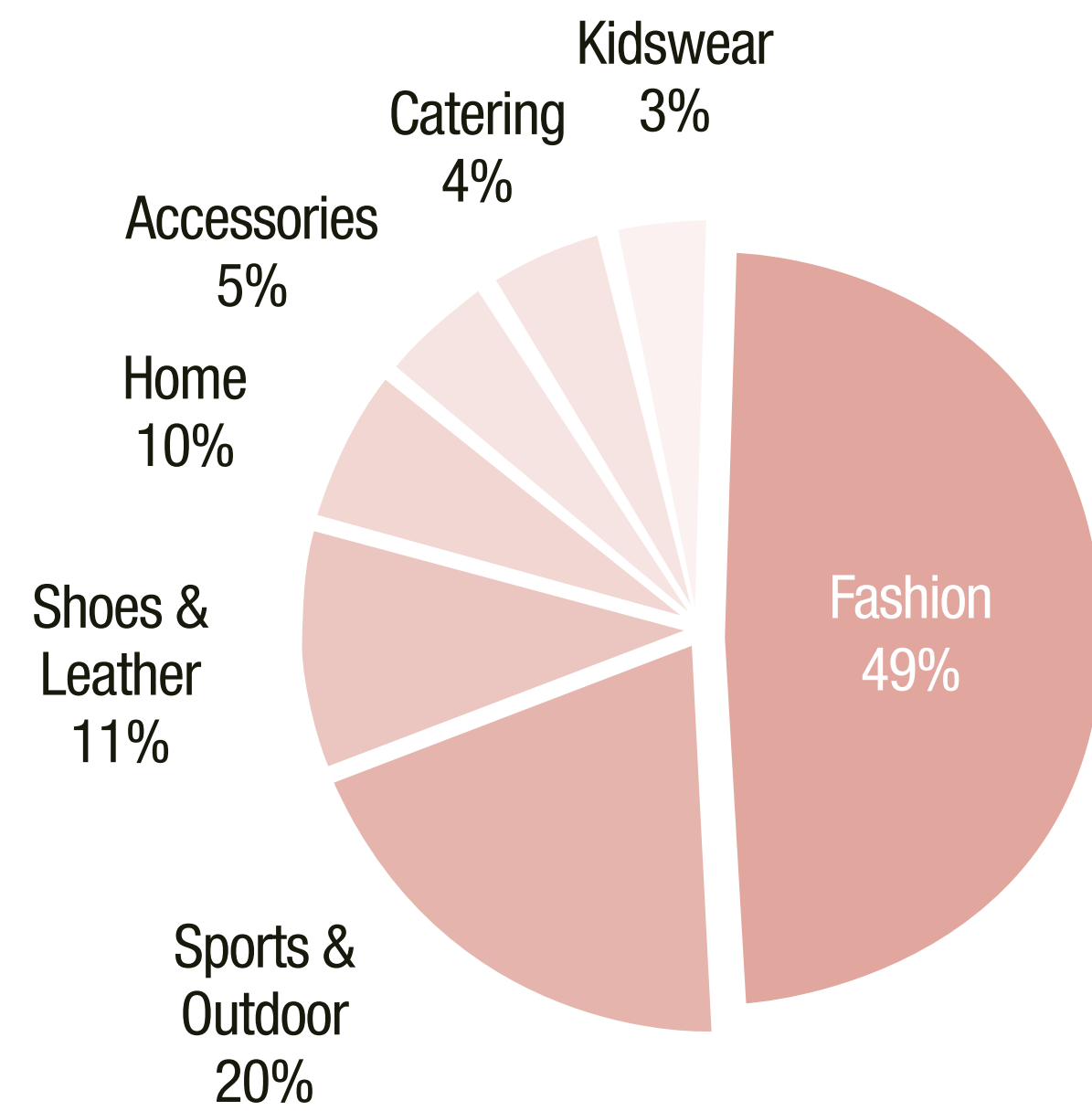


CATEGORY & BRAND MIX

FASHION MEETS LIFESTYLE

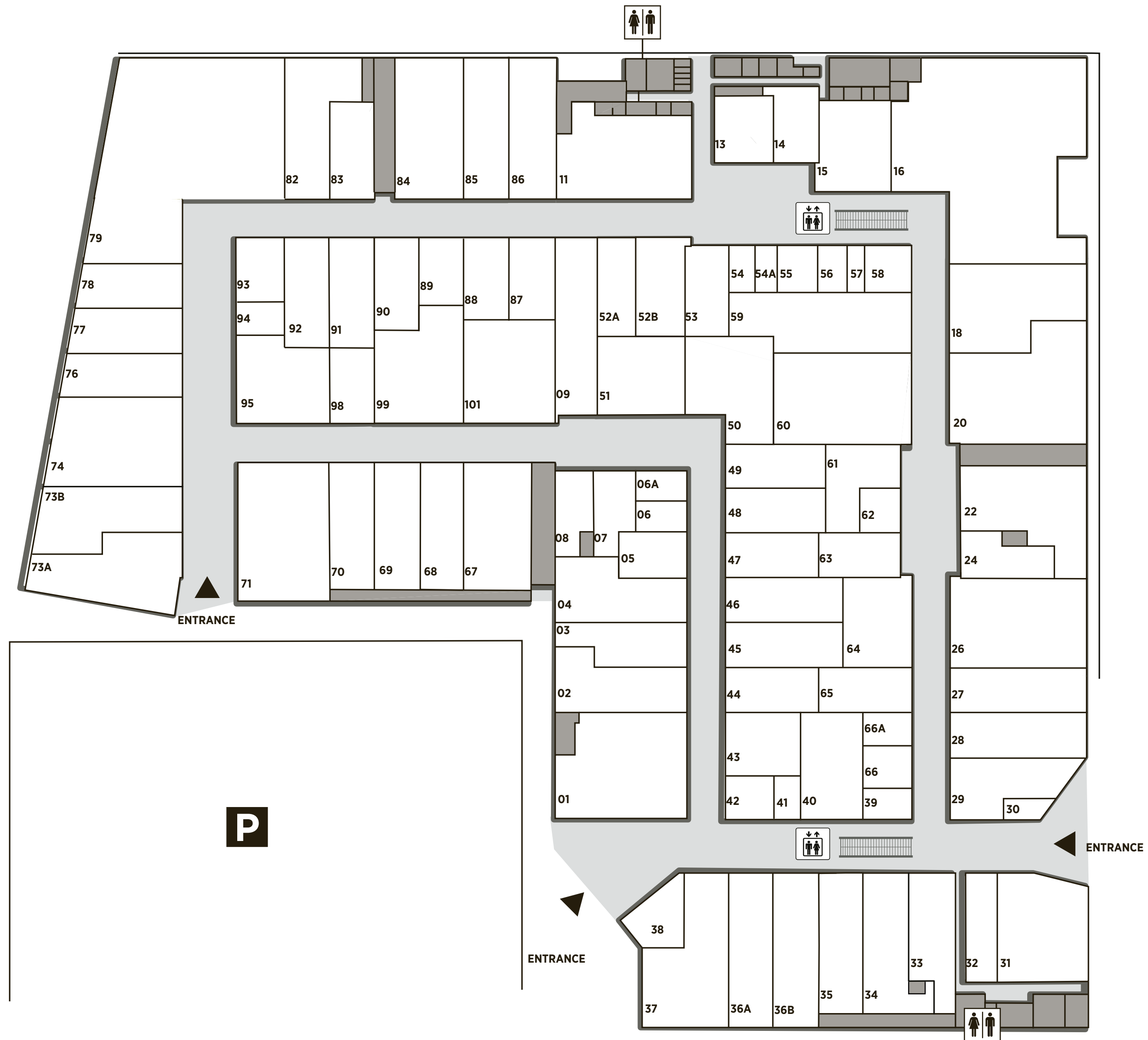
The category mix is based on international experience and will include in almost 50% fashion brands. The segments sports & outdoor, shoes & accessories, household goods and kidswear will

ensure a balanced mix. Complemented with cafes and restaurants Designer Outlet Kraków will be the new smart shopping destination for the region.



DESIGNER OUTLET KRAKÓW

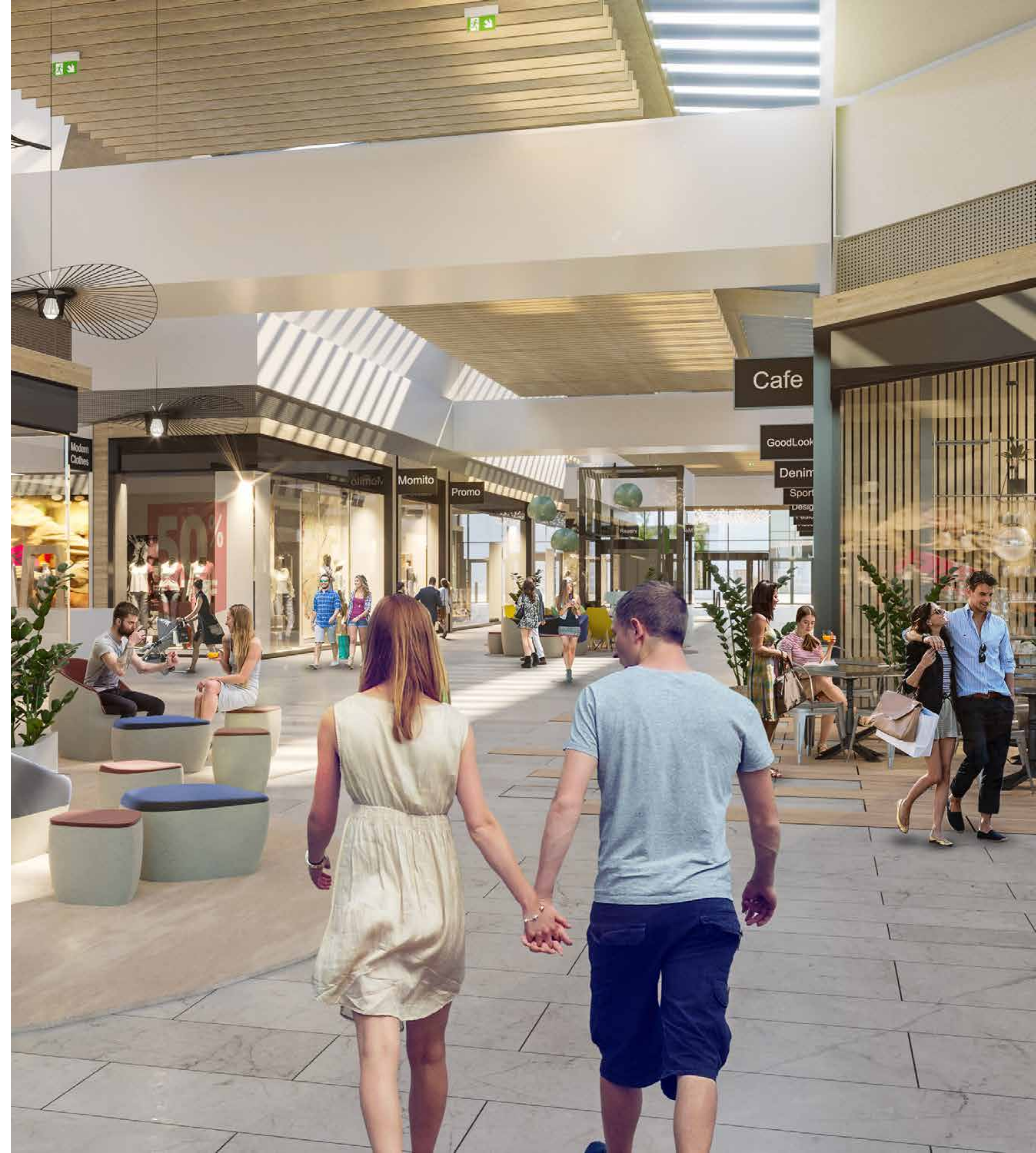
CENTRE PLAN



DESIGNER OUTLET KRAKÓW

FACT SHEET

LOCATION	Designer Outlet Kraków is located in the central part of the city a place with well-established trade tradition. At Nowohucka Street, one of the most popular arteries in Kraków with a very good connection to the A4 motorway and the S7 expressway.
CATCHMENT	0.87 million inhabitants – 30 minutes 1.67 million inhabitants – 60 minutes 4.86 million inhabitants – 90 minutes
TOURISM	14 million tourists in 2019, 3.3 million of which from abroad. Visitors spent PLN 7.5 billion during their stay in Kraków in 2019. An important trend is extending the stay of visitors: domestic visitors - 2-3 nights, foreign visitors - 4-7 nights. Over 69.6% of visitors declare that they will return to Kraków in the future, and 75.7% say that they will recommend Kraków to their friends.
GLA	20,000 sqm
SHOPS	100
CAFES AND RESTAURANTS	6
PARKING	2,000 in an above- and underground system
OPENING	Autumn 2025



ABOUT US

KG GROUP

KG Group S.A. is a holding of companies whose main goal is nationwide real estate development in the field of commercial and residential construction. The advantage of the company is the unique mix of many years of experience on the commercial real estate market in Poland, knowledge of Kraków's local market, a passion for this market, as well as enthusiasm with which the KG Group, as a dynamically developing business entity, approaches the creation of new commercial facilities.

The Group has already implemented projects of local Atut shopping centers - facilities under this name operate in Kraków (Atut Złocień, Ruczaj, Grażyny and Bielany), Węgrzce near Kraków, as well as in Pruszków and Bełchatów. There are also further investments planned in Kraków: Atut Kraków at Nowohucka Street and the centers in Wieliczka and Sucha Beskidzka.

kgg.com.pl

KG
GROUP



ABOUT US

ROS RETAIL OUTLET SHOPPING

ROS Retail Outlet Shopping, headquartered in Vienna, with partnerships in Poland, Italy and France, is an independent retail real estate consulting and centre management company specialised in Designer Outlets and innovative shopping concepts across Europe. The founders Thomas Reichenauer and Gerhard Graf are both committed professionals with many years of experience and knowledge in the European outlet market as well as recognized personalities in the industry. Founded in 2011 and thus one of the shortest existing companies in this field, ROS has already established itself among the top five outlet operators in Europe.

ROS Retail Outlet Shopping covers all stages of a project from finding the right location to developing it to all aspects of operational management. Sustainable centre growth is supported by a strong brand partner management, high quality retail and customer services standards as well as an innovative marketing approach provided by a professional senior management team.

The portfolio of ROS Retail Outlet Shopping includes Designer Outlet Soltau, City Outlet Geislingen, Designer Outlet Warszawa, Designer Outlet Gdańsk, Designer Outlet Sosnowiec, Premier Outlet Budapest, Designer Outlet Algarve, Designer Outlet Croatia, La Torre Outlet Zaragoza, M3 Outlet Polgár, Designer Outlet Luxembourg and further new developments in Europe.

ros-management.com

- ROS Locations
- ROS New Developments
- ROS References





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Outlet
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CONTACT US!

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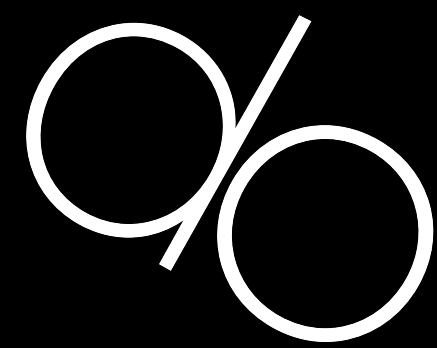
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