

**designer
outlet**

Luxembourg



We love
Outlet
Shopping

PREMIUM OUTLET SHOPPING

More than 60 fashion and premium brands 30-70% off, all year round.

Just 10 minutes' drive away from Arlon, 30 minutes from Luxembourg city and 40 minutes from Metz and Trier.

A4/E411 - Exit 32 Arlon/Longwy/Messancy
designeroutletluxembourg.com



WELCOME TO DESIGNER OUTLET LUXEMBOURG!

Designer Outlet Luxembourg ist the first and only premium outlet in Wallonia in Southern Belgium. Opened in 2003, the premium outlet village enjoys a great potential thanks to its prime location in Messancy on the border with Luxembourg and France as well as its proximity to Germany.

With a gross lettable area of almost 17,000 sqm, Designer Outlet Luxembourg has about 60 stores, 30-70% off, all year round, featuring premium brands such as Boss, Gant, Guess and Tommy Hilfiger, as well as sports brands like Adidas, Asics, New Balance, Nike and Puma.

The unique brand includes also American Vintage, L'Oréal, IKKS, Levi's, River Woods, Suitsupply, The Kooples, Replay, Calvin Klein and Zadig & Voltaire.

Designer Outlet Luxembourg has established itself as a popular crossborder shopping destination in the border triangle and abroad. Adjacent to the national road N81 leading to the north of France and a few kilometres from the E25 connecting to Luxembourg and Germany, Designer Outlet Luxembourg is easily accessible by different bus and train lines. Luxembourg airport is about 30 minutes drive time away.

Over 4.7 million inhabitants live within a 90-minute drive of Designer Outlet Luxembourg. The catchment area has a tourism potential of almost 8 million visitors.

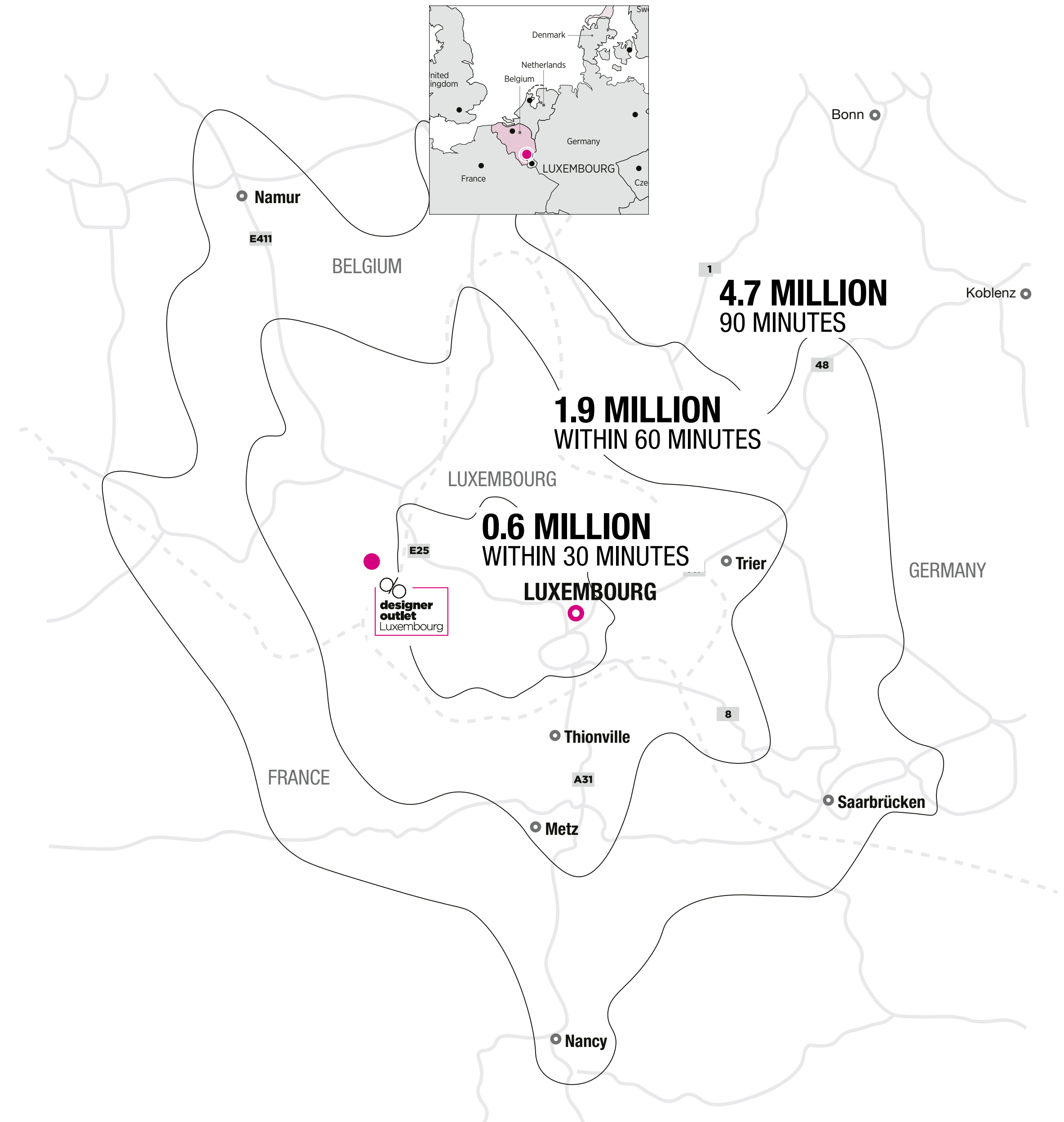
Designer Outlet Luxembourg was acquired by ImRaum Immobilien in October 2022 and is managed since then by ROS Retail Outlet Shopping.



STRONG & WEALTHY CATCHMENT AREA

The Designer Outlet Luxembourg has a catchment of more than 4.7 million inhabitants in 90 minutes' drive time with a European purchasing power index above 190 and 150 in average. Major cities of the catchment are listed in the right table.

CITIES	DISTANCE	RESIDENTS
Luxembourg City (LUX)	30 min.	114k
Thionville (FR)	43 min.	40k
Metz (FR)	54 min.	117k
Trier (DE)	55 min.	111k
Saarlouis (DE)	65 min.	38k
Saarbrücken (DE)	76 min.	178k
Namur (BE)	85 min.	110k
Charlesville-Mezieres (FR)	82 min.	48k
Liege (BE)	90 min.	196k
Nancy (FR)	90 min.	105k



DESIGNER OUTLET LUXEMBOURG

GREAT ACCESSIBILITY

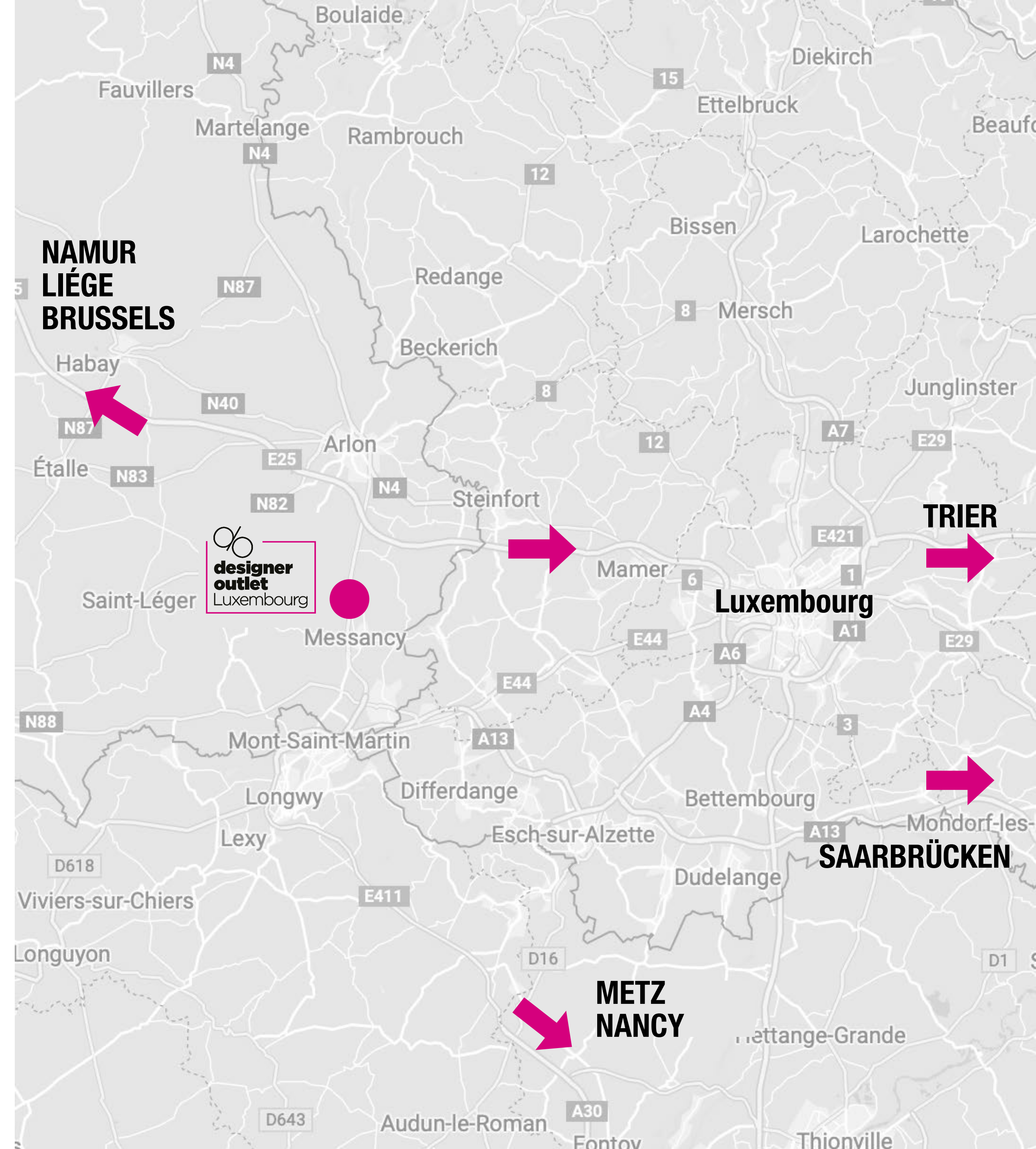
The Designer Outlet Luxembourg centre is situated in Messancy in Southern Belgium, part of the jurisdiction of Arlon in the Walloon region of Belgium.

Just 10 minutes drive from the Luxembourg border, 5 minutes from the French border and 10 minutes from Arlon. The airport Luxembourg is 30 minutes drive time away. The outlet village is adjacent N81, exit Messancy/Arlon/Longwy.

Important highway connections

- Easily accessible via the A6/E25 motorway, the direct route from Luxembourg to Namur, Liège and Brussels
- From France via Metz and Nancy by A30/E411
- From Germany via Trier A1/A6 and Saarbrücken A13

Train services run to Messancy from Luxembourg with a travel time of approximately 30 minutes.



DESIGNER OUTLET LUXEMBOURG

OUTLET VILLAGE SHOPPING EXPERIENCE



SHOPPING BOULEVARD



GANT STORE



CAFÉ CRÊPES & CO



NIKE STORE



SHOPPING VIBES



THE KOOPLES STORE



SOUTH ENTRANCE

DESIGNER OUTLET LUXEMBOURG

STRONG BRAND MIX

The Designer Outlet Luxembourg has a strong international and location-based mix from more than 60 brands like Nike, adidas, Puma, Boss, Tommy Hilfiger, Calvin Klein, Gant over American Vintage, The Kooples, Zadig & Voltaire enriched by L'Oréal, Home & Cook, Yves Delorme, Tradition des Vosges and many more. A café and a Brasserie invite you to take a break. Additional food trucks and kiosks are operating during weekends and school holidays.



BOSS



GUESS

GANT

THE
KOOPLER

TOMMY HILFIGER

HUGO

ZADIG & VOLTAIRE



asics

American Vintage

Calvin Klein

NYX
PROFESSIONAL MAKEUP

O'NEILL

SUITSUPPLY

DIESEL
FOR SUCCESSFUL LIVING

JACK & JONES

IKKS

BETTY BARCLAY
SELECTED BRANDS



ONLY



STATE OF ART

Le temps des
pepises

REPLAY

Triumph

Dezigual

hunkemöller

GEOR
RESPIRA

GEOGRAPHICAL
NORWAY

L'ORÉAL

GARCIA

MISE AUGREEN

WMF

TRESPASS

River
Woods

CALVIN KLEIN
UNDERWEAR

WE

DIM

MUSTANG
True Denim

LE CREUSET

Home
& COOK

Yves Delorme
OUTLET

ONLY & SONS
EST. MMIII

TRADITION DES VOSGES
French House Linens since 1850

wonderbra

Petrol
PETROL INDUSTRIES

DESIGNER OUTLET LUXEMBOURG

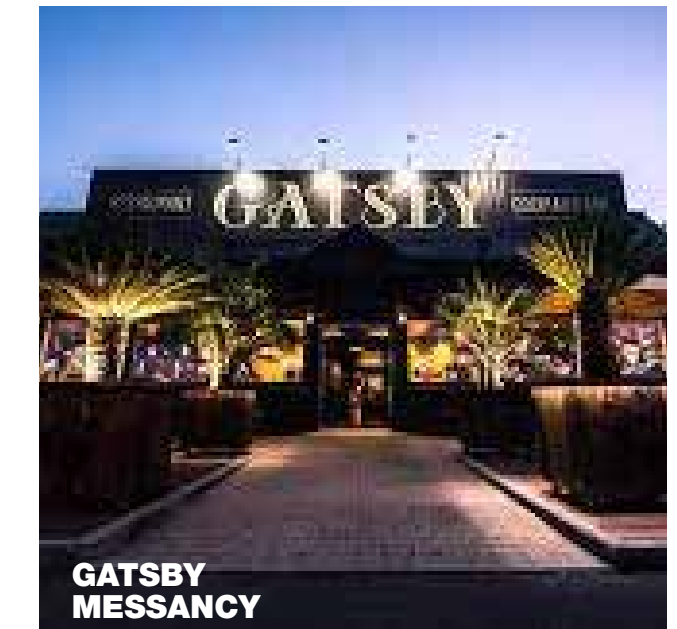
IN AN ESTABLISHED SHOPPING REGION

There is a high customer mobility regarding shopping in the triangle Belgium, Luxembourg and France as well as abroad in Germany. The Arlon region is already an established shopping destination

The IKEA Arlon in Sterpernich, Belgium, is only a 10-minute drive from the Designer Outlet Luxembourg and has just laid the foundation stone for a new expansion of 2,000 sqm up to 37,500 sqm. Opening is planned for spring 2023. A new retail park opened in 2020 adjacent to IKEA with tenants like Intersport, Extra, Light Gallery and Maison du Monde.

The new 4-star Van der Valk Hotel 'Porte du Luxembourg-Arlon' opened in 2019 with conference rooms, a restaurant, and Tesla charging stations with a focus on Luxembourg commuters as well as weekend tourists.

Cora Shopping, directly opposite the Designer Outlet Luxembourg, with 25,000 sqm gross lettable area hosts brands like Armand Thiery, Paprika, Yves Rocher, H&M, C&A, a Cora Hypermarket and McDonalds with drive-through. In the direct neighbourhood there are further restaurants, a gardening centre, a DIY market and further special interest retail stores.



DESIGNER OUTLET LUXEMBOURG

MAKE A DIFFERENCE

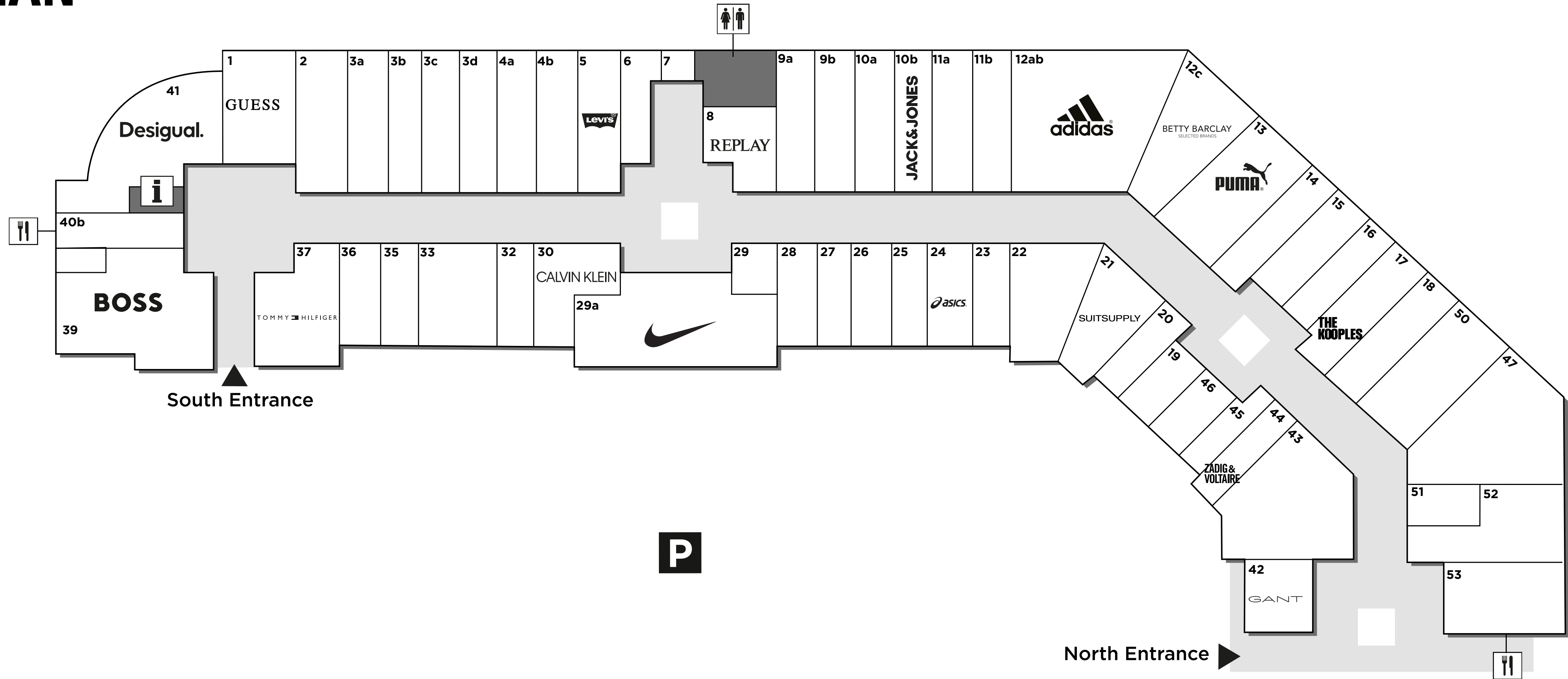
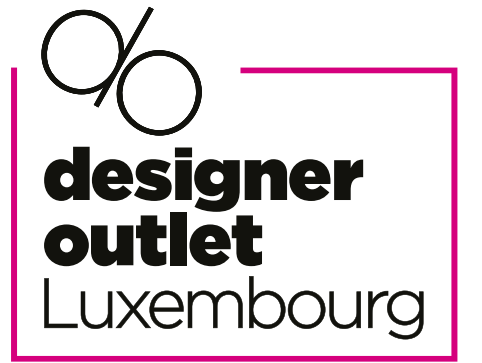
The new landlord ImRaum Immobilien and the new operator ROS Retail Outlet Shopping have a common vision for the Designer Outlet Luxembourg and would like to unveil the enormous potential of the premium outlet village at this prime location at the border triangle of Belgium, Luxembourg and France as well as close to Germany.

We would like to mention a few key areas.

- Optimization of brand and category mix
- Further trading up with international well-known and premium brands
- Improved F&B offer
- Constructional measures to optimize the customer flow in the centre and at the north entrance
- New innovative marketing approach “Le vrai plaisir du shopping outlet”
- Enlargement of catchment till Germany e.g. website in three languages
- Improved directional signage and enhanced visibility
- Stronger usage of digital and social media
- Upgrade of retail standards and stronger fulfilment of price-value shopping



CENTRE PLAN



DESIGNER OUTLET LUXEMBOURG

FACT SHEET

LOCATION	Designer Outlet Luxembourg is located in Messancy, Belgium, at the crossroads of Luxembourg, France and close to Germany. Adjacent to the national road N81 leading to the north of France and a few kilometres from the E25 connecting to Luxembourg and Germany. Easily accessible by different bus and train lines. Distance to Luxembourg airport is about 30 minutes drive time.
CATCHMENT	0.6 million residents – 30 Minutes 1.9 million residents – 60 Minutes 4.7 million residents – 90 Minutes
TOURISM	The catchment area has a tourism potential of almost 8 million visitors including 3 million visitor arrivals per year in Wallonia, Luxembourg with 500k arrivals and a share of Alsace-Moselle tourism with 10m arrivals per year.
GLA	16,500 sqm
SHOPS/ ARCHITECTURE	64 Shops Arcade Village
PARKING	approx. 1,000
ANCHOR STORES	adidas Boss Calvin Klein IKKS Levi's Nike Puma Replay The Kooples Zadig & Voltaire
INVESTOR	ImRaum Immobilien



ABOUT US

IMRAUM IMMOBILIEN

ImRaum Immobilien is the real estate investment and development unit of the owners ImWind Group, one of the leading Austrian companies for renewable energy.

ImRaum Immobilien develops and builds real estate projects (more than 70,000 m² developed within the last 4 years or are currently in development) and regularly invests with a long-term perspective to build up its own real estate portfolio (residential buildings, commercial properties and building plots).

imraum.at

The **ImWind Group** is a wind power and photovoltaic pioneer and one of the largest producers of renewable energy in Austria with more than 430 Megawatt wind and photovoltaic plants in operation.

imwind.at

 **ImRaum**
Immobilien



ABOUT US

ROS RETAIL OUTLET SHOPPING

ROS Retail Outlet Shopping is one of Europe's leading outlet operators and manages 11 designer outlets with more than 191,000 sqm gross lettable area with further centre extensions and new developments

Founded in 2011 by Thomas Reichenauer and Gerhard Graf, both are committed professionals and each have more than 20 years of expertise and experience in the European outlet market.

ROS has more than 100 employees in 8 European countries. Our core business is centre management including leasing, marketing, retail, facility and finance of designer outlets and innovative outlet shopping concepts

ROS pursues an individual outlet centre approach adapted to building permit constraints, catchment, socio demographics, competition landscape and legal obligations. ROS is in comparison to other outlet operators independent, which means ROS has no shares in the managed outlet properties, is more flexible, ownerdriven, efficient and fast due to its lean structure and tailor-made approach.



ABOUT US

WE LOVE OUTLET SHOPPING

The portfolio of ROS Retail Outlet Shopping includes

- Designer Outlet Soltau
- City Outlet Geislingen
- Designer Outlet Warszawa
- Designer Outlet Gdańsk
- Designer Outlet Sosnowiec
- Designer Outlet Algarve
- Designer Outlet Croatia
- Designer Outlet Luxembourg
- Premier Outlet Budapest
- La Torre Outlet Zaragoza
- M3 Outlet Polgár

and new developments across Europe.

ros-management.com



- ROS Locations
- ROS New Developments
- ROS References



CONTACT US!

DESIGNER OUTLET LUXEMBOURG

Managed by ROS Retail Outlet Shopping

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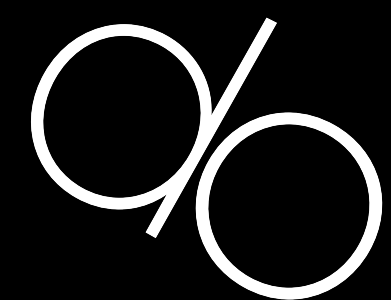
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