



# COLLEZIONI

BY McARTHURGLEN™

As the commercial heart of Scotland, Glasgow has the UK's largest retail centre outside London and hosts the country's greatest concentration of fashion retailing. Glasgow's notably vibrant fashion market is driven by an enthusiastic local audience of young early adopters of fashion, supplemented by strong tourist traffic. In particular, Glasgow's population has a significantly higher proportion of young adults; 42% higher than the Scottish average\*. A Clothes Show Live poll reported in May 2009 that Glasgow is home to Britain's biggest fashion label lovers. Glasgow Airport provides an even more appealing customer profile; the airport's passenger profile is 80% ABC1, with the balance of male and female travellers evenly split and 49% of travellers aged 18-44, making it ideally suited to the Collezioni concept.

Brian Collie, (previously BAA's Group Retail Director), now Chairman of McArthurGlen Luxury Retail, welcomes the arrival of Collezioni in its fourth European country: "Although its first opening, at Venice Marco Polo Airport, was only a year ago, Collezioni has already proven its adaptability to meet the needs of different locations and passenger profiles by providing a unique blend of international brands and regional favourites. The new Skyhub extension is a superb contemporary setting for Collezioni and the combination of the two demonstrates that medium-sized airports can certainly provide a unique fashion brand experience.

Having previously developed and run BAA's retailing worldwide, I am well aware of the strengths of Glasgow Airport and of the commitment of the BAA team to create the best possible experience for the customer. As such, McArthurGlen and BAA share a common passion for delivering a Travel Retail experience that will stand apart from the shopping avenues and High Streets of the world.

When you combine a vibrant city, a stylish airport, great brands and a customer profile obsessed with fashion, Glasgow makes the ideal location for Collezioni."

The Collezioni concept facilitates the entry of fashion brands into the airport environment by overcoming a range of perceived barriers to entry and providing a critical mass of prestige brands, all operating as individual stores. This is principally made possible by the unique strength of relationship between McArthurGlen and its more than 750 brand partners, established by over 14 years of co-operation in the designer outlet channel in Europe.

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J W Kaempfer, Chairman and founder of the McArthurGlen Group, emphasises the unique strengths and the mutual benefits that the Collezioni concept offers to airports and to major brands: “Collezioni provides airports with a bespoke and highly effective new opportunity to maximise their non-aeronautical revenue. The concept is driven by the synergies created when the strength of McArthurGlen’s close relationship with its brand partners, complemented by Brian’s exceptional insight into Travel Retail, is combined with the vision of airport owners to seize a vital new opportunity to create a unique experience for the customer. Over the past decade, BAA has developed a powerful reputation for innovative and effective retailing and Collezioni certainly brings a unique brand experience to Glasgow Airport.

This latest opening is also further confirmation for our brand partners that McArthurGlen has the experience and specialist expertise to support their entry into a new full price channel that provides an ideal setting and an exceptionally concentrated, affluent consumer profile.”

Amanda McMillan, Managing Director for Glasgow Airport said: “We are delighted to welcome Collezioni to Glasgow Airport, particularly as Glasgow is the first UK airport to feature the exciting Collezioni concept.

“Collezioni is a leading travel retailer with long established relationships with many leading international and regional brands. As a business, we are committed to ensuring our retail offering meets the needs and expectations of our customers. Therefore, when deciding which retailers we wanted in our new look departure lounge, Collezioni were the obvious choice to lead the transformation of the lounge.

“We hope all our passengers enjoy the exciting new range of fashion brands soon to be available at Glasgow Airport.”

Glasgow Airport’s traffic is primarily leisure, with key international destinations being the Netherlands, Spain, Ireland, Dubai, the US and Canada. The passenger profile is 80% ABC1 classified, with the balance of male and female travellers evenly split and 49% of travellers aged 18-44, making it ideally suited to the Collezioni concept.

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**ENDS**

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**Notes to editors:**

**McArthurGlen Luxury Retail** is part of McArthurGlen Group, which has become Europe's leading developer, owner and manager of designer outlets since introducing outlet retailing to Europe in 1995. Its current portfolio of 17 well-located designer outlet village across the UK and Continental Europe comprises more than 400,000 sq m of high-quality retail space, housing over 750 brands in more than 1,800 stores. Visited annually by 70 million people, the portfolio generated over €2 billion in retail sales in 2008. The Group will be opening three new designer outlet villages in 2009, in Berlin, Salzburg and Naples, with additional projects under development in Athens and Hamburg.

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**Collezioni** differs to McArthurGlen's outlet business in that it offers full price fashion and lifestyle brands with the latest collections as opposed to the discount model of the outlet centres.

*For more information, please visit: <http://collezioni.mcarthurglen.com/>*