

COLLEZIONI

BY McARTHURGLEN™

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COLLEZIONI EXPANDS STYLISH PORTFOLIO AT PORTO AIRPORT TOGETHER WITH ANA - Aeroportos de Portugal, SA

The Collezioni concept, developed by McArthurGlen Luxury Retail for travel retail environments, unveils an exciting fashion collection for the Portuguese market.

Collezioni is developing a powerful portfolio of fashion brands at Porto Airport. The first three brands to join this exciting venture are: **Purificación García**, making its global debut into the travel retail arena; and fashion favourite, **CH Carolina Herrera**, both already trading with great success since their opening in December 2009. **bimba & lola**, another hot new brand, will also be launching a travel retail first this February 2010.

Collezioni is proving to be a real draw for directional fashion brands seeking new markets and high-quality footfall across the Iberian Peninsula. Annual passenger numbers exceed 4.5 million at Porto Airport, with the majority being the highly coveted ABC1 demographic (81%).

One of the new brand partners joining Collezioni at Porto Airport is **bimba & lola**. This is the company's first entry into travel retail. A vibrant and young company, the brand offers versatile feminine collections that provide a unique twist on trends. bimba & lola has developed a cult following among fashion shoppers across the Iberian Peninsula since its launch in 2006 and the brand's strong presence in Spain, where it has around 85 stores, and a growing international presence recently opening its 100th store in Singapore. The 50m² store carries an extensive selection from the current bimba & lola range.

Internationally recognised, contemporary Spanish designer **Purificación García** arrives at Porto with a range of womenswear, menswear and accessories. Adding to a portfolio of stores in Spain and Portugal, Porto Airport will also be Purificación García's first foray into travel retail.

CH Carolina Herrera, the much celebrated lifestyle line from Carolina Herrera will also be joining the line-up in Porto. Since its conception in 2001 CH Carolina Herrera has become the must-have brand for clothing, luxury accessories and eyewear making the opening of the store in Porto Airport a real event.

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Porto Airport, operated by ANA - Aeroportos de Portugal SA, has an exceptionally strong catchment area drawing many business and leisure travellers across the border from Spain, thanks to its proximity to Galicia.

Since its debut was announced earlier this year, Collezioni has delivered a phased opening of 14 prestige stores across a total of 1100 m² of freshly designed retail space, along the main passenger flow in the International Departures Lounge. The airport offers both a stylish contemporary setting and a highly appealing audience for the world's leading fashion brands.

Collezioni's new fashion partners will undoubtedly attract the attention of many more new fashion brands to Porto Airport over the coming months.

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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 18 well-located designer outlet villages 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. Following the opening in 2009 of new designer outlets in Berlin and Salzburg, the Group will also be opening La Reggia Designer Outlet village near Naples in early 2010, with additional projects under development in Athens and Hamburg. *For more information, please visit www.mcarthurglengroup.com*

Collezioni by McArthurGlen Luxury Retail was devised to facilitate the entry of fashion brands into travel retail by overcoming a range of perceived barriers to entry and providing a critical mass of prestige brands, all operating as individual stores. 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/>