

COLLEZIONI

BY MCARTHURGLEN™

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COLLEZIONI ANNOUNCES NEW LABELS FOR DUBLIN

McArthurGlen Luxury Retail welcomes three new brand partners to its Collezioni concept at Dublin Airport this Autumn 2009.

The three new brands targeting Dublin's 23 million passengers at the airport's stunning new €55 million extension to Terminal 1 are: L.K.Bennett, Calvin Klein Underwear and Boggi Milano.

Dublin Airport, which processed over 23 million passengers in 2008, is now Europe's eighth largest airport and fourteenth in the list of the world's busiest airports. Around 70% of the passenger traffic at Dublin T1X passes through the terminal area where Collezioni is situated. The Collezioni experience at Dublin Airport has been carefully designed to meet the needs of the airport's passenger profile, which is 75% ABC1, 75% are aged under 50 and is evenly split between male and female travellers.

Collezioni, which first launched at Venice Marco Polo Airport in September 2008 with a 21-unit portfolio, has pioneered a radical reinterpretation of the presentation of luxury brands in the airport retail setting, providing new opportunities for brands and airport authorities in the approach to fashion retailing at the airport.

Almost exactly a year on from the opening of that first Collezioni, the concept has continued to develop pace, with a further three airport destinations secured across Europe: Dublin, Porto and Glasgow.

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At Dublin Airport, the versatility and appeal of the Collezioni concept is elegantly expressed with the unique line-up of international brands that now sees L.K.Bennett, Calvin Klein Underwear and Boggi Milano join the already trading Fat Face store.

Renowned for signature shoe collections, L.K.Bennett was founded in 1990 and has since established itself at the forefront of fashion, offering sophisticated collections of footwear, bags and womenswear. The L.K.Bennett brand philosophy centres on beautiful tailoring, elegant dresses and a universe of style and refinement. Today, under a new creative direction and an in-house design team, L.K.Bennett continues to expand its vision dedicated to femininity and glamour and has selected Collezioni at Dublin Airport to make its first entry into the Irish Travel Retail channel.

For L.K.Bennett's international audience, the new Collezioni experience makes Dublin an essential stopover for fashion conscious travellers seeking L.K.Bennett's unique expression of luxurious, feminine and fashion-forward shoes, clothes and accessories.

Mark Banchansky, Retail Strategy Director, Dublin Airport Authority comments, "We are very happy to welcome the L.K.Bennett brand to our retail offering at Dublin Airport. The launch has drawn strong interest from passengers and staff and we look forward to a long partnership with both Collezioni and the L.K.Bennett brand."

Founded in the 1939, Boggi Milano is an Italian and family run fashion brand, producing classic Italian lifestyle wear that has achieved a global reputation for its emphasis on traditional tailoring through an unparalleled combination of classic English suiting with touches of unmistakable Italian flair. At Collezioni, the Boggi Milano offer displays an extensive collection of quality products, such as well cut suits, blazers, trousers, Oxford shirts, sweaters, ties and accessories, all expressing Boggi's commitment to fine Italian craftsmanship and menswear styling values.

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The third new opening at Dublin Airport is Calvin Klein Underwear, offering an extensive range of contemporary men's and women's underwear with cutting-edge design, innovative fabrics and exceptional fit and quality. The arrival of Calvin Klein Underwear is not only a first for Collezioni at Dublin but also for Ireland and, while the specialist underwear label has a global presence, this is actually the brand's first stand alone underwear airport store.

Brian Collie, Chairman of McArthurGlen Luxury Retail Division, comments: "I'm delighted to welcome L.K.Bennett, Boggi Milano and Calvin Klein Underwear to Collezioni at Dublin Airport. This is a genuinely stylish and appealing blend of brands that are ideally suited to meet the needs of Dublin Airport's passenger profile. Collezioni provides an engaging high-end shopping experience that remains wholly accessible to Dublin's 23 million passengers.

"For the Collezioni concept, our operation at Dublin is a powerful reminder of the true potential for fashion retailing at the airport and highlights the fact that we can enable any commercial airport to develop its own unique adaptation of the Collezioni concept.

The wonderful new terminal at Dublin now has a uniquely tailored fashion portfolio that will provide travellers with an exciting new retail experience and help the airport to exploit exceptional new revenue opportunities."

The Collezioni concept, originated by McArthurGlen Luxury Division, 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. The concept is founded upon the unique strength of relationship between McArthurGlen and its more than 750 brand partners, established by over 14 years of co-operation in McArthurGlen's position as the leading operator in the outlet channel in Europe.

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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 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/>