

COLLEZIONI

BY McARTHURGLEN™

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FLY, BUY SUPERDRY COLLEZIONI PILOTS SUPERDRY'S ENTRY INTO IRELAND

The British young-fashion brand Superdry is set to bring its distinctive blend of American and Japanese vintage style to Dublin Airport in early 2010. The stand-alone store will operate as part of the Collezioni concept from McArthurGlen Luxury Retail.

Superdry completes the Collezioni retail offer in The Loop at Dublin Airport and joins a great brand line-up: L.K. Bennett, Calvin Klein Underwear, Boggi Milano and Fat Face

The two-unit store (200 m²) is the brand's first stand-alone store in the Republic of Ireland and follows its successful Travel Retail entry at Gatwick Airport earlier this year. The store will carry an extensive range of clothing and accessories for men and women.

Superdry was created in 2003 by James Holder - founder of the British streetwear brand Bench - and Julian Dunkerton, owner of the Cult Clothing retail chain. In 2005, Theo Karpathios, founder of the High Jinks retail chain, came on board to manage the international expansion of the brand. Renowned for its emphasis on quality as much as for its unique style, the brand has proven remarkably successful and has developed an exceptionally powerful and loyal following, particularly among the under-30s audience, male and female.

Brian Collie, Chairman of McArthurGlen Luxury Retail comments: "Superdry is a highly relevant brand who will bring a trendy, urban touch to Collezioni. I am sure that Dublin's young fashion loving passengers will jump at the chance to access the country's first stand-alone Superdry."

Mark Banchansky, Retail Strategy Director, Dublin Airport Authority comments: "We are extremely pleased to welcome Superdry to Dublin Airport. This opening with Collezioni will offer yet another great brand to complement the superb fashion mix at The Loop in Terminal 1, creating a unique shopping experience for our passengers."

Theo Karpathios comments: "We're really excited by our new ventures in travel retail. Our opening with Collezioni at Dublin Airport will offer us a great shop window in the domestic market, an opportunity to engage with the Airport's 23 million passengers and the new terminal developments are a stunning backdrop for our brand."

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Media enquiries:

Kavanagh Communications

Rachel Taylor/ Toby Hampton

Tel. +44(0)1483 238840

rachel@kavanaghcommunications.com

toby@kavanaghcommunications.com

Notes to editors

There is currently only one other Superdry unit in the Republic of Ireland – as a menswear concession within House of Fraser in Dublin.

Jones Lang LaSalle acted on behalf of Superdry.

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* <<http://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/>

Dublin Airport Authority (DAA) developed The Loop as the new name for Airport Shopping at Dublin, Cork and Shannon Airports. The Loop presents the best brands from home and around the world and is committed to offering the best possible shopping experience. The Loop offers a promise to its customers - retailers within The Loop will never be beaten by downtown prices. For more information about The Loop log onto www.theloopshop.com or contact Nicola Radford at nicola.radford@daa.ie Tel:+ 353 1 814 4279