

## VIA Outlets pioneers sustainable Re.Love pop-up initiative



**6 September 2021** - VIA Outlets, Europe's leading owner-operator in redefining the outlet shopping experience – announces the launch of its new, sustainable pop-up initiative to be called the 'Re.Love' pop-up store. The concept is part of VIA Outlets' wider strategy with the ambition to go "Beyond Sustainable" and create an even more positive and regenerative approach to outlet shopping. It will be the first ever pop-up store from VIA Outlets offering sustainable collections and initiatives from existing brands and new brand partners.

The first store opened in Freeport Lisboa Fashion Outlet on 3<sup>rd</sup> September, with the second opening in Batavia Stad Amsterdam Fashion Outlet mid-October – with each store open for 3 months.

The Re.Love launch is part of VIA Outlets' overall mission to redefine outlet shopping, in particular providing their guests with a more sustainable and premium shopping experience. The store is launched in a bold move to promote existing and new VIA Outlets brand partners' sustainability efforts, making them more visible to consumers whilst raising awareness and informing visitors about the company's wider sustainable initiatives and the many ways in which they can contribute to a more sustainable future for fashion. The Re.Love store will host sustainable collections from brands such as Karl Lagerfeld, Desigual, United Colors of Benetton, Hugo Boss, Bottletop, Love Brand & Co., Osklen, Pepe Jeans, Tommy Hilfiger, Not-Yet-Famous, A-line, WeTheKnot, Foursoul, and many others. Guests will also have the opportunity to rent/buy from luxury 2<sup>nd</sup> hand brand Trend Circle, selling brands such as Prada, Chanel, Balenciaga, Gucci and Dolce & Gabbana.



**Geert Paemen**, Group Sustainability Director at VIA Outlets, commented: “We are delighted to pioneer this new sustainability initiative, which complements the ambitious environmental targets we have set for our centres and highlights the important efforts being made by our brand partners in this field. As part of the Re.Love launch, we also ignite a new partnership with Zero Desperdicio\* – which has developed a textile waste tracking platform to help fight consumer waste – in Portugal, closing the loop on a more sustainable future for fashion and our role in it. In the Re.Love pop-up store they will weigh all clothing donations from our guests and inform them about their positive contribution to the planet.”

**Jon Lee**, COO of British luxury sustainable fashion brand **BOTTLETOP**, believes in the power of sustainable design to positively impact communities and engage people in the development topics that are critical to the future of our planet. He says: “Our vision is partly the reason why we are so delighted to partner with VIA Outlets in their Re.Love project, showcasing a vision of a sustainable future for fashion.”

**Adrián Branco**, CSR & Sustainability Coordinator at **Desigual**, is also involved and added: “Sustainability is no longer an option for companies, but an obligation. Consumers demand action and results and we must be prepared to respond to their demands. With this view, it is important for us to support our partners in the actions they lead in favor of sustainability and that is why we were especially keen to join the Re.Love initiative with VIA Outlets.”

**Martino Boselli**, Worldwide Commercial and Sales Director at **United Colors of Benetton**, commented: “Sustainability is an identifying characteristic of our company which, from the very beginning, has been committed to being globally responsible from a social, environmental and economic point of view. Our journey along this path is ever more earnest and concrete, and is increasingly focused on retail. After the totally sustainable store opened in Florence in March this year, we are proud to continue this journey abroad through Re.Love, a project focused on responsible consumption and on the priorities of today’s consumers, who are increasingly environmentally aware.”

**ENDS**

\*More info on Zero Desperdicio: <https://zerodesperdicio.pt/>



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**Notes to Editors:**

**About VIA Outlets**

VIA Outlets was founded in 2014. It is owned 100% by Dutch pension fund asset manager APG, and manages a portfolio of 11 premium fashion outlets across Europe, offering over 1,100 stores across 267,000 sq. m. GLA across nine European countries. For more information about VIA Outlets, please visit:

[www.viaoutlets.com](http://www.viaoutlets.com)

**About APG Group NV:**

As the largest pension provider in the Netherlands APG looks after the pensions of 4.7 million participants. APG provides executive consultancy, asset management, pension administration, pension communication and employer services. We work for pension funds and employers in the sectors of education, government, construction, cleaning, housing associations, sheltered employment organizations, medical specialists, and architects. APG manages approximately €587 billion (May 2021) in pension assets. With approximately 3,000 employees we work from Heerlen, Amsterdam, Brussels, New York, Hong Kong, Shanghai and Beijing.

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