



VIA Outlets unveils new branding to continue redefining the outlet shopping experience



21 September, 2021 – VIA Outlets – one of Europe’s leading owner-operators of premium fashion outlet destinations with a portfolio of eleven centres across nine countries – has today unveiled a new corporate branding following an extensive rebranding undertaking. The new branding clarifies VIA Outlets’ brand purpose as redefining the outlet shopping experience and refocusses its mission and brand experience towards digital transformation and sustainability, which will sit alongside the company’s 3 R’s strategy of remodelling, remerchandising and remarketing. The rebrand also consists of a new visual identity and updated logos for both the company and the centres, as well as the refreshed brand promise ‘Going Places’ which will influence the company’s future positioning.

Jorge Loconsole, Head of Marketing of VIA Outlets, commented: “We are thrilled to be uncovering this completely new branding for VIA Outlets, which replaces the visual identity that has been in use since the foundation of the company in 2014. Over the past seven years, VIA Outlets has evolved in many ways, including the structure of the company and the activities we are focussing on, and we wanted to create a new brand positioning to better reflect the organisation we are today. This represents a bold step forward for our organisation as we look towards the future and the next chapter of our development.”

Otto Ambagtsheer, Chief Executive Officer, added: “Last year, APG became the sole investor of VIA Outlets and we have also moved from a fund to a corporate structure, so in many ways it feels like a new beginning for the company, which made it an ideal moment in time to refresh the brand and solidify both our brand promise and the positioning of the brand. With this new brand in place, we are excited to start going places.”



Part of VIA Outlets' new brand promise to redefine the outlet shopping experience will be embracing digital transformation, which will include among others the implementation of a host of business intelligence platforms to manage the growth of the pan-European portfolio as well as ensure the company is equipped to undertake planned developments and potential acquisitions when opportunities arise. Some of the most significant implementations include Yardi® technology to support property management, leasing and retail teams and the implementation of a Customer Intelligence Platform consolidating all data from VIA Outlets' partners into a single source to provide unique insights into the company's loyalty programme Fashion Club, a higher ROI on media investments and a better understanding of guest demographics and shopping habits, which can in turn be shared with VIA Outlets' brand partners to help optimise their performance in the centres.

Sustainability is another key focus area for VIA Outlets under the new brand promise, in recognition of sustainability as a key driver for the business and a real point of differentiation in the industry. Under the 'Beyond Sustainable' umbrella, VIA Outlets will implement a strategy focussing on four key pillars *Sustainable Buildings*, *Resilient Communities*, *Conscious Consumers* and *Engaged Stakeholders*. The strategy aims to strike a balance between promoting the interests of VIA Outlets' stakeholders and being successful in its business whilst protecting the environment.

Roll-out of the new brand will start now and continue throughout the rest of the year.