



VIA Outlets invests €17.5m in Sevilla Fashion Outlet extension

10 June, 2021 – VIA Outlets – Europe's fastest growing owner-operator of premium fashion outlet destinations – is investing €17.5m in Sevilla Fashion Outlet, its premium outlet destination in Seville, Spain. The outlet will enjoy an extension of 2,680 sq. m. which will create space for 17 major brands to be added to the existing roster of more than 70 stores. With this latest investment, VIA Outlets has invested a total €30m in the centre since acquiring it in 2016.

Forward-thinking design and eco-efficiency

The extension will include the creation of an experiential multipurpose space designed to host meetings, events and cultural happenings, as well as serve to give the entire commercial area a more sophisticated appearance – highlighting the beauty of the local Andalusian architecture and making reference to some of the most iconic elements and characteristic materials from the city of Seville. One of the most striking aesthetic features of the project will be an innovative ventilated façade made from ceramic slats, which utilises a passive natural lighting design to create feelings of spaciousness and comfort. The extension to Sevilla Fashion Outlets has been designed by internationally renowned architects L35, which previously worked among others on the remodelling of VIA Outlets' Freeport Lisboa Fashion Outlet.

Otto Ambagtsheer, Chief Executive, commented: "Remodelling is a cornerstone in VIA Outlets' 3 Rs strategy alongside remerchandising and remarketing and we are excited to continue our remodelling programme in Seville. Spain has always been an important market for VIA Outlets and it will continue to be so as tourism rebounds after the pandemic."

Sevilla Fashion Outlet will also become one of the most eco-efficient shopping hubs in Europe. Construction will be undertaken in accordance with the Excellent rating in BREEAM's New Construction certification – the highest score ever for a retail scheme in Spain – known for being the most rigorous and demanding independent global standard for sustainable buildings. Beyond the construction, the new extension will integrate cutting-edge solutions for energy efficiency, emission reduction and the use of renewable energies.

David Kervyn de Lettenhove, Business Director for Spain, commented: "With this extension, we will strengthen the position of Sevilla Fashion Outlet in southern Spain, which will contribute to the city's positioning as a cosmopolitan and shopping-led tourism destination with a sustainable approach".



Sevilla Fashion Outlet is located near the international Seville Airport, with direct access from the A4 motorway. It has more than 1,500 parking spaces and the first private electric car recharging station in the city, with 16 power outlets for electric vehicles. The extension is set to open in 2023.

Further investments in Iberia

Also in the Iberian region, VIA Outlets has commenced the redevelopment and remodelling of the Vila do Conde retail park project in Porto, Portugal, adjacent to its Vila do Conde Porto Fashion Outlet.

The 14,000 sq. m. retail park, which is the first and only full-price retail asset in the VIA Outlets portfolio, was part of the original transaction in which VIA Outlets acquired Vila do Conde Porto Fashion Outlet in 2016 and the €4m investment will serve to completely remodel and upgrade the retail park. Following the works, a new set of seven tenants will be welcomed to the centre including Continente Bom Dia, Radio Popular, Ornimundo and Loja do Gato Preto. The works are set to complete in November.

Otto Ambagtsheer said of this investment: “We see strong potential in Vila do Conde and recognise it as an area of growing importance. This project will not only reinforce the relevance of the city as a shopping destination, but contribute to strengthening VIA Outlets’ offer in the Portuguese region as a whole – and we are looking forward to seeing positive synergies between the outlet centre and the retail park.”

The retail park and outlet will be managed independently from each other.

Ends
