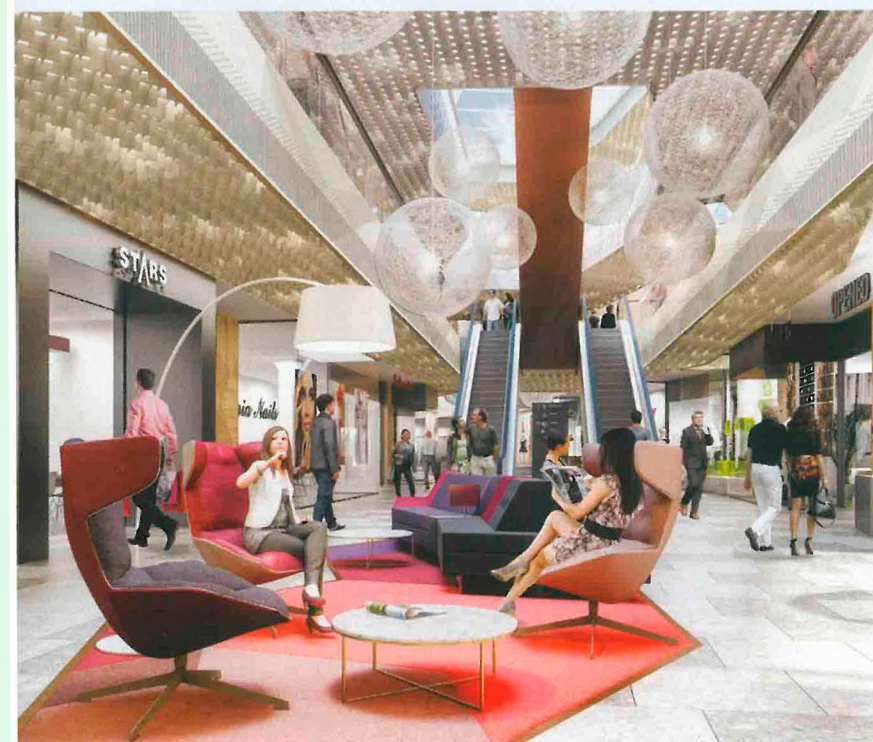


RLI Shopping Centre Profile - Mall of Switzerland



Spectacular, Contemporary, Cultured

CHARACTERISED BY THE INTERPLAY OF A RICH VARIETY OF RETAILERS AND LEISURE FACILITIES, THE MALL OF SWITZERLAND IS A DESTINATION FOR THE WHOLE FAMILY. HERE, RLI SITS DOWN WITH NIKOLAS LOEHR, DIRECTOR – RETAIL MARKETING AT THE FREQ GROUP TO DISCUSS THIS NEW SCHEME WHICH IS NOW NEARING COMPLETION.



Being developed by the FREQ Group and due to open on 28 September, the Mall of Switzerland will be a 65,000sq m shopping and entertainment destination in the heart of Switzerland, one of the most affluent countries in Europe.

Featuring 150 retail stores, restaurants and cafés, the mall will be home to a 12-screen multiplex cinema which will be operated by Pathé and boast Switzerland's largest IMAX screen, a large playing area for children with an optional babysitting service, the One Training Center fitness studio & spa and a unique indoor standing surfing wave. To act as the link between retail and leisure, Ebisquare in the centre of the development will become the meeting point, event location spot and market square, fulfilling the function of a vibrant open-air space.

The project will have 65,000sq m of gross leasable area, 46,000sq m is for retail, 14,000sq m is for leisure and 5,000sq m is for food & beverage outlets. Leasing is progressing well within the scheme and 75 per cent of the overall project space has already been signed for, with brands such as H&M, Mango, C&A, Adidas, Foot Locker, Guess and Marc O'Polo taking leases in the mall.

"Complementing the core Swiss brands that will form the backbone of the mall, we ensured that the theme of Swissness is implemented with Swiss brands that are not regular tenants in Swiss shopping centres," explains Nikolas Loehr, Director – Retail Marketing at the FREQ Group. "Furthermore, we have placed a major focus on international brands which will be found throughout



the mall and in our premium avenue La Strada," Loehr explains.

A new family destination unique to the country, the mall will serve not only the local needs of residents, but spread its catchment area wider into the country as far as the French speaking western part of the country. "Unlike many existing Swiss shopping centres, the aim of Mall of Switzerland is to blend Swissness and international concepts with several service offerings in a modern and friendly environment," says Loehr.

Within the main building, "jumping" facades have been implemented, a first for Switzerland. Tenants can achieve optimum presentation for their brands via variable, staggered façade systems, creating a unique shopping experience for the visitor that will be reminiscent of a walk through a town centre. Design agency Schwitzke & Partner has created a holistic branding and a storybook for the mall which integrates Swiss themes in an unobtrusive manner.

Breem certified, the project is located in the heartland of Switzerland in a mixed-use neighbourhood in the municipality of Ebikon just north of Lucerne. So how will the centre fit and be integrated into the existing environment?

"The enclosed oval of the main building radiates far and wide thanks to its modern façade, while the neighbouring leisure building with the standing wave and the Swiss shops in front can catch pedestrians attention with its transparency," explains Loehr. "The mall is connected to public transport through a direct regional railway connection and a dedicated bus stop in front of the Swiss shops. We have also added approximately 300 bicycle

stands," he continues.

The Mall of Switzerland will not only offer a fixed pop-up concept, but other opportunities for young and fresh brands, bridging offline and online retail with gastronomy and leisure. Combining the various elements of Ebisquare, the team of Jochen Schweizer of the wave and the region and the city of Lucerne, the mall shall develop into an ever changing but sustainable destination.

Addressing the rise of social media and its impact on the current retail experience, the Mall of Switzerland will highlight social media on its webpage and house a comprehensive WiFi network which stretches from the main building and the parking garage via the leisure building all the way to Ebisquare, turning the whole complex into one big hotspot. "With this development, we want to invite both established retail formats as well as interesting show room concepts, driven from online activities, to the mall," says Loehr.

So what does Loehr and the team behind Mall of Switzerland want to achieve with this new destination?

"In addition to the combination of varied offerings which will form the holistic retail and leisure mall, we want to create an enticing environment which will encourage families to visit the mall and spend a family day out at the destination."

www.mallofswitzerland.ch

