

# MONDAY 16<sup>TH</sup> APRIL 2018

8:30am Madrid Marriott Auditorium

9:00am - 10:15am PRIMARK, Gran Via [1 hour 15 minutes]

Hosted by Carlos Parrell, General Manager, PRIMARK Gran Via



PRIMARK today operates in over 345 stores in eleven countries across Europe and USA.

PRIMARK, Gran Via, the 2nd largest PRIMARK store in the world, stretches across more than 12,000 square metres and five floors, and features a range of women's, men's, kid's fashion as well as homeware.

The store is in a building dating back to 1910, includes original features such as the glass dome that bathes the shop in light. The clothes are displayed on galleries that have balconies looking out onto a central atrium. For this reason, the store has received an array of nominations and awards for interior design.

10:30am - 11am ECOALF [30 minutes]

Hosted by Carolina Alvarez-Ossorio, Global Communications Director, ECOALF



Ecoalf is the future of sustainable fashion. Their goal is to create the first generation of recycled products with the same quality, design and technical properties as the best non-recycled products. That way they show that there is no need to use our world's natural resources in a careless way.

The first flagship store opened in Madrid in 2012, a space where you will find all the innovation process come to life with the finished product and a multidisciplinary space at the back where you will breathe the brand value values: fashion, innovation and sustainability.

11:15am - 12:30pm Lunch: Mercado de San Miguel [1 hour 15 minutes]



The historic wrought-iron-and-glass Mercado de San Miguel, just off Plaza Mayor, has become one of the liveliest culinary spots in the city since it reopened in 2009 after a nearly six-year restoration. Alongside stalls selling fresh produce are tapas bars offering a wide variety of treats such as gambas al ajillo (garlic prawns) and banderillas (small skewers of olives, cucumbers, peppers and pickled onions).

12:50pm - 1:20pm Cortefiel, Goya [30 minutes]

Hosted by Ignacio Sierra, Corporate General Manager, Cortefiel Group and María Sañudo, Marketing Manger, Pedro del Hierro



Cortefiel is the original Grupo Cortefiel brand. Created in 1945, it targets men and women aged 45 onwards.

Through its collections, the brand invites its loyal customer base, built up over fifty years, to discover a fashion alternative offering quality and fabulous styles. Cortefiel offers the latest looks and comfort for people that see the world through today's eyes.

Steady growth over the years has turned Cortefiel into a consolidated brand and a major fashion reference.

Today Cortefiel is present in 42 countries with 265 direct operated stores and franchises.

1:30pm - 2:00pm MANGO, Calle de Serrano [30 minutes]



Situated in one of Madrid's prime locations, MANGO's flagship store has a selling space of 2000 m<sup>2</sup> distributed over four floors and stocking the Woman, Man and Kids lines.

The store features the architectural and interior design concept which MANGO has recently incorporated in its stores, which aims to unify all the lines in a large, single dynamic space, significantly improving the customer experience.

The combination of sculpted floors and different decorative styles create a pleasing ambience which invites customers to explore the store in a relaxed manner. The interior decoration is based on the use of refined display furniture with touches of velvet and leather, in addition to elements of marble, concrete, wood and natural stone. The store also has an internal garden which can be accessed from the store, and features a permanent installation of mannequins displayed inside metallic urns.

In addition, the megastore is equipped with the state-of-the-art technologies such as digital fitting rooms, the e-receipt, the PayGo payment system and the Shazam In-Store app. It also has Wi-Fi and a specific area for Click & Collect.

2:10pm - 3:10pm El Corte Inglés, Castellana [1 hour]

3:50pm - 4:50pm Meco Logistic Platform [1 hour]

Hosted by Yta Catoira Gomez, Inditex



Inditex's stores serve the needs of their customers, and their logistics centres serve the needs of their stores. They refresh their physical and online store collections twice a week and can deliver orders to stores anywhere in the world within 48 hours, and often sooner.

With 10 logistics centres in Spain using the latest technology and software, the centres are built and managed to the highest international sustainability standards to reduce consumption and waste.



This segment of the tour will showcase an innovative logistic centre and provide insights into efficient logistics and fulfilment.

5:20pm Madrid Marriott Auditorium