

PRESS REVIEW

WHAT THE MEDIA ARE SAYING ABOUT US

The national and international media have endorsed the success of McArthurGlen Designer Outlets in terms of both their consumer popularity and the shopping experience they offer. In 2006 alone, the amount of press coverage in Italy in equivalent advertising spend of the McArthurGlen brand and its Designer Outlets came to more than 6 million euros.



Canale 5 News

“The sales are underway and the hunt is on for bargains...the 180 stores in this shopping centre in Serravalle, a veritable cut-price shopping city, open at 10 but by 9 the parking lot is already full ...”

La Stampa

“The shopping capital is ready for the assault...it is always Sunday at this Outlet invented by the British company McArthurGlen...Serravalle remains the greatest...and they even come in from France, Japanese and Koreans...”

The New York Times

“I heard people talking about this Outlet at the Fashion Show in Milan a couple of weeks ago...to hear people talking, this McArthurGlen Outlet at Serravalle, situated way out in the country, has acquired the fame of a famous club in Los Angeles...”

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Telegraph

“The McArthurGlen Designer Outlet at Serravalle has become a great attraction since it opened, pulling in literally hordes of consumers” ”

The Sunday Times Magazine

“500,000 people have already paid a visit to the Castel Romano outlet village on the hunt for bargains, and brands such as Prada.”

Telegraph

“The McArthurGlen Outlet near Rome...is an essential stopping off place”.

Financial Times

“Serravalle has introduced the concept to Italy...thanks to double-digit revenue increases over the months it has more than doubled the sales surface it started off with”.

