

Stable Outlet News



Stable Outlet News reports on the latest developments on the expansion of Batavia Stad Outlet Shopping in the Netherlands and the establishment of new outlets in Germany.



Welcome to the summer edition of Stable Outlet News. This issue introduces you to our newest location in Germany: Montabaur! You will find interviews with Wiedemar's architect and Stable's brand new staff member Marian Lempers, and you can read all about the latest developments in Batavia Stad.

Your business card says *Geschäftsführende Gesellschafterin*. Can you explain what that means?

[Laughs]. "Well, first off, you can speak to me in Dutch, I understand it just fine. I'm partner, manager and owner, and my most important task on this project is the coordination of all the parties involved in the construction of *Wiedemar*."

What is Bartels' field of expertise?

"The complete Bartels Group employs 400 people in Europe, and our architect's office in Magdeburg with its 20 staff members, actually forges the link between architecture, functionality and cost effectiveness. It has to look beautiful, it has to feel good, but it also has to be extremely functional. After all, our property clients are in it to earn money. So our field of expertise is that of cost consciousness, functionality, beautiful architecture, and that's exactly what a fashion outlet centre needs."

What's the status of the project at the moment?

"Right now we're wrapping up various things. I'm expecting planning permission to be granted in July, and the specifications were sent off in June, so that we should be able to start construction in September."

Is this your first outlet centre?

"Yes, but we have already completed several shopping centres and large

Outlet interview

This project, at this location, will be a success

The firm of *Bartels Magdeburg GmbH Architekten und Ingenieure* has been entrusted with the construction coordination of the new Wiedemar Fashion Outlet near Leipzig. A few months before building starts, we get a glimpse behind the scenes, courtesy of architect **Babette Schmidt**.

industrial projects. Where size is concerned, this project is no exception for Bartels. Having said that, the phenomenon of an outlet centre is new to us, since there are still so few of them in Germany...."

Agree or disagree: the architecture of an outlet centre is, by definition, different to that of a shopping centre.

What do you think?

"I agree! I think that the idea behind an outlet centre is different to that behind an ordinary, large shopping centre, because the tenants are different! They want different things, and they do business differently. The architecture needs to cater to those differences... The user defines, and the architect designs around those wishes. The surroundings in which you're developing also play a role. Batavia Stad, for example, is a very open construction. And that fits well into its surroundings. We made a conscious decision to go for a closed, slightly industrial design in the case of the Wiedemar Fashion Outlet, because that suits those surroundings. The architecture comes across as being rather subtle, not at all brash, but the project is special in that we have a closed construction within which the



architecture of the surroundings gets reflected, as it were. And, I have to say, I think the colour scheme is also rather special: signal red."

Have you yourself ever shopped at an outlet centre?

"Of course! We checked out a couple of outlets when we first started the project... and we shopped there to experience at first

hand what kind of mistakes one can make. [Laughs]. The architecture isn't actually the most important thing. It's a supporting factor. The brands are supremely important, and the combination of brands can make all the difference. If the assortment is attractive, then the shoppers will come flocking!"

Are you prepared to predict a successful future for Wiedemar?

[Smiles.] Let me put it this way: Stable is talking to brands which are extremely interesting for the surroundings. And it's a super location, right on the A9 en A14 motorways. That's why I believe that this project, at this location, will be a success."





Contracts signed for new Montabaur Outlet Centre

Stable recently signed the contracts to also develop an outlet centre at Montabaur. Montabaur, in the state of Rheinland-Pfalz (with 4 million inhabitants) is a small, centrally located town with enormous potential. Market and mass should certainly be able to find each other there. The municipality is beautifully situated in the Westerwald, between the Rhine, Sieg and Lahn rivers, and is a popular recreation area with all the space and charm an outlet development could wish for.

The ICE high speed rail connection between Cologne and Frankfurt am Main was a deciding factor in the choice for this location. Montabaur's high-tech station is internationally recognised. The catchment area includes several large cities, with the largest being the region in and around Frankfurt, the economic heart of Europe with no less than 2 million inhabitants.

Stable International is realising the Montabaur Fashion Outlet directly on the A3 (Köln-Frankfurt). Put simply, it's great! Naturally there will be more details of the Montabaur project in the next edition.

Pleased to meet you

Stable International's newest asset is leasing manager Marian Lempers (1964). She lives in Alphen aan den Rijn and made an enthusiastic start to her new job on the 1st of June this year.



Marian Lempers has filled several positions, in particular in the retail sector. Amongst other things, she was Regional Manager at Peek & Cloppenburg Group N.V., and Operations Manager for Gerzon Schiphol B.V., where she was responsible for supervising store construction and new development projects.

Her curriculum vitae also shows management positions at Mexx Body & Beach and the Bodyfashion Center in Amersfoort.

Marian Lempers: "I'm completely convinced of the outlet shopping power. This phenomenon is inevitable in retail. It's a challenge for me to be involved with the following Stable developments. And if course, my experience in retail is very useful for these projects."

Batavia Stad Outlet Shopping Highlights



First pile Phase III

Following site preparation for Phase III, the first pile has now been sunk, marking the official start of construction. The preparations are already in full progress. Phase III consists of a 5000 m² extension which will house 25 stores. The appearance of this new part of Batavia Stad will be enhanced by stylish, meandering streets, luxurious shop fronts and beautiful plane trees.



From polder to Paris

On Saturday, 10th of May this year, the theme in Batavia Stad was professional shows, castings, and hair and make-up trends. Every visitor could experience what life as a model feels like right then and there. There was a catwalk workshop, in cooperation with the Model Academy, and Celebrity magazine organised a spectacular styling competition... all brought together in *From polder to Paris*.

Pimp Your Daddy!

Sunday 15 June was 'Pimp Your Daddy Day'. This special Father's Day was organised together with the Sp!ts newspaper and gave teenagers the chance to make their fathers look hip. The refreshingly different workshops, and all the advice on fashion trends attracted a great deal of attention.

New brands

Batavia Stad has yet again added irresistible brands to its assortment of shops with the opening of the D.E.P.T. and Scotch & Soda stores. D.E.P.T stores are trendy and stylish, fitting perfectly into Batavia Stad, while Scotch & Soda presents a sturdy collection of leisure wear.



Start of BEEC



Lelystad Council and Stable International have signed the official contract for the construction of the Batavia Event & Exhibition Center (BEEC). The BEEC will be built on a 30,000 m² site near Batavia Stad and Batavia Haven.



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