

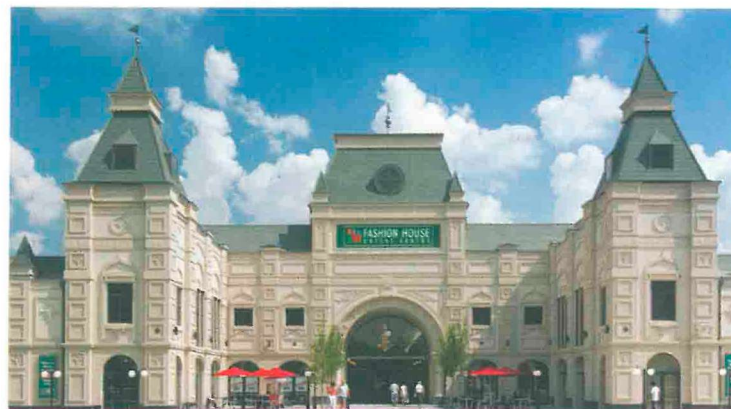
# Outlet Summit focuses on opportunities

The 2018 Outlet Summit, which takes place on November 13, will bring together around 150 top professionals from a sector that is rapidly proving itself to be a valuable part of the retail mix. **Mark Faithfull** reports

**O**N NOVEMBER 13 — the afternoon before MAPIC officially opens — the curtain goes up on the second Outlet Summit, which will include an opening keynote on the impact of new customer behaviours on the outlet industry. Two high-profile panel sessions will present a market overview and a round-up of the latest trends, followed by an interactive pitching session showcasing a selection of innovative outlet projects and top retail concepts. “Outlets are an excellent retail channel for brands,” says Brendon O’Reilly, managing director of Fashion House Group. “The number of new tenants opening stores is constantly increasing. But there are still some fantastic brands that are not entirely convinced of the outlet concept so, as an indus-

try, we have to share our knowledge and ideas with the market as widely as possible. The Outlet Summit creates a great opportunity for us to do that.” Lisa Wagner, principal at US-based TORG (The Outlet Resource Group), adds: “The outlet industry has matured in the US and become a vital and extremely profitable channel for brands and retailers. The industry has begun to mature in Europe, to the extent that consumers in the markets in which centres are located have become familiar with the segment and accept outlets as a regular part of their shopping pattern.” Wagner notes that the industry originated in the US as a means of solving the problem of overstock. It also began in an era when department stores and other wholesale accounts still retained a great deal of

**Lisa Wagner, TORG: “The outlet industry has matured in the US and become a vital and extremely profitable channel for brands and retailers”**



Fashion House, Moscow.

power. The centres were largely located in tourism areas and well outside of the metropolitan markets. That location strategy has changed, Wagner adds, with outlet centres now moving closer to population centres. However, the sector’s success has brought more challengers. Outlets’ strong performance has rapidly increased competition, with a 6% growth in outlet space per year over the last three years. Currently, Europe hosts close to 200 outlet centres and a mix of top brands — the core of the outlet concept — is no longer enough to attract consumers, says Sebastian Sommer, marketing and retail director, Europe, at Neinver. “While the commercial mix remains crucial, outlet centres are adding

more leisure options, dedicating more space to food, and incorporating additional common areas and value-added services.” Sommer believes new technologies, such as geolocation systems and omnichannel strategies, will help operators to evolve from a traditional management model to an insight-driven model. Organised in partnership with Magdus, the Outlet Summit’s sponsors include ART Software Group, Coniq, Fashion House Group, Neinver, Resolution Property, Scalo Milano and The Outlet Resource Group.

## CONFERENCES & EVENTS AT MAPIC

### MAPIC OUTLET SUMMIT

(By invitation only)

Tuesday 13 November - 14.00-18.00

Verrière Grand Auditorium - Palais 1



Neinver predicts that new technology will help outlets evolve.