

Beat: Business

## **THE VILLAGE OUTLET In LYON - THE INAUGURATION Of THE VILLAGE (Celebration)**

**By The Phalsbourg Company**

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**USPA NEWS** - On Thursday May 17, 2018, the new 30,000m<sup>2</sup> Outlet Village created by the Phalsbourg Company was opened to an over 7,000 People. It was opened to the Public on May 18. During the Opening Weekend that has attracted at least 150,000 Visitors and 750 000 Visitors after one Month of Opening. Ideally located, 12 minutes from Lyon's Saint Exupéry Airport and the TGV Station, 30 minutes from the Centre of Lyon, 1h15 from Geneva, directly at Exit 6 of the A43, The Village Outlet intends to position itself as a Nerve Centre of the Auvergne-Rhône-Alpes Region and thus increase its Influence in France, Europe and Internationally.

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To further improve its Connectivity, The Phalsbourg Company has implemented a Shuttle Service from Lyon Saint-Exupéry Airport in Partnership with OuiBus, servicing The Village. For Loyalty Scheme Customers, a Limousine and Valet Service are available as well as a Helicopter Drop-Off. Many Tour Operators have already included the Destination in their Programs for Tourists.

With a Population of 2 million People living within a 30 minutes´ Car Journey, and 6 million Inhabitants within 90 minutes, The Village is located in an Important Catchment Area, which is increased by the number of Tourists : 167,8 million Touristic overnight in 2017 in the Auvergne-Rhône-Alpes, 25% of whose are Foreigners. With Direct Flights from Russia, the Middle East or China to Lyon Saint-Exupéry airport, a large number of Tourists are to be expected.

The Village, which has a Total Commercial Area of 22,000m<sup>2</sup>, was marketed in Two Phases. The First Phase offered 80 Premium Sites to Brands wishing to embark on the Adventure, with Leases for Three Years. Once it opens, the marketing of Phase II will increase the number of Boutiques to 120 and possibly even 150. Many Luxury Brands have already expressed their Interest in the Project. For the Opening 65 Shops have opened to the Public. In July 2018, 80 Signatories have opened their Doors.

Gianni Ranaulo, the Italian Architect and Designer behind The Village has an Office in Dubai and another in Los Angeles. After Several Projects in the United Arab Emirates and in France, he has collaborated on Numerous Occasions with The Phalsbourg Company (Waves in Metz, the Company Headquarters in Place Vendôme). His Work seeks to free itself from the Norm and focuses essentially on "Light Architecture", a Synthesis between Physical and Virtual Worlds. For The Village, which is built on the Site of an Old Gravel Quarry, he imagined an Architecture inspired by Traditional French Villages.

As a Result, the Village wall is over 3 metres high and made of Black Cast Concrete that echoes Stone. This Delineation, which contrasts with the Bright Green of the Landscaped Surroundings and the Sparkling White of the Buildings in the Heart of the Village, creates a Striking Contrast and better marks the Entrance to the Site. Inside the Village, in the Central Hamlet, 78 Buildings employ a Timber Construction almost 6 metres high, with pitched Roofs, similar to those of Mountain Chalets. Walls about this Wooden Structure along with Facades in White Screen-Printed Glass. None of these Buildings is Identical. And this Worldwide first required a year of Research and Development because of the Different Types of Materials. As for the Landscaping, designed by Landscape Architect Paul Arène, all the Roofs have been planted in 80cm to 1.20m of Soil and the Silo Parking, which rises over 4 Floors, is concealed by a Row of very tall Birches. 750 Mature Trees, each already over 10 years old, have been planted, and 460,000 Plants and Shrubs complete the Landscaping.

Whether you´re looking for High Street Chains, Exquisite Designer Boutiques, or quirky Vintage Finds, Shopping in Europe is a Fashionista´s Dream come True, but also a Challenge for the Uninitiated. The Chic Outlet Shopping Villages the dot the Outskirts of the Old Continent´s most Fashionable Cities are your best bet for finding great High-End Pieces at affordable Prices. An excellent

Alternative to the big, bland Malls, outrageously expensive Fashion Houses, and crowded Flea Markets, these Clusters of Outlet Designer Stores, Restaurants, and Cafés make for the Perfect Destinations for your European Shopping Break. Plus, they offer incredible Discounts, a Stylish and Relaxed Ambience, and Unmatched Facilities such as Luxury Coach Service or Personal Style Consultant.

Examples of Villages in Europe : Bicester Village (London), Kildare Village (Dublin), La Vallée Village (Paris), La Roca Village (Barcelona), Torino Outlet Village, Wertheim Village (Frankfurt), Ingolstadt Village (Munich), Valdichiana Outlet Village, Maasmechelen Village (Brussels, Antwerp, Cologne), Fidenza Village (Milan), Las Rozas Village (Madrid),...

THE VILLAGE By The Phalsbourg Company : The First Phygital Outlet (Physical, Digital, Experimental). Philippe Journo (President of the Company) said "Phalsbourg will celebrate its 30th Anniversary in 2019. Since its Inception, we have focused on reinventing Commerce, particularly Peripheral Commerce. We wanted to deliver the Four Pillars on which our Vision is based : Exceptional Architecture, an Exceptional Environmental Quality, Constant Attention to Customer Well-Being and a Digital Service... We brought the Best of the World to make The Village a Success : the Best of Fashion, Home, Sport, Gastronomy, Architecture and the Environment, the Best of Culture and the Best of the Digital World... In the Competition between the Great Metropolises of the World and within Europe, every Major Project matters. Our Ambition is for "The Village" to consolidate the Position of the Auvergne-Rhône-Alpes Region in Europe and confirm the Economic Dynamism of the Lyon Region. "

\* THE VILLAGE will offer Customers the best of both worlds by using New Technology to enhance the Shopping Experience, in Partnership with the Start-Up Wishibam, which has developed the Online Advice and Sales Technology.

\* Customers order their Items Online or Directly from their Smartphone in the Village's Shops and pick up their Parcels within the hour at a Central Point or in each Store.

\* To access the Application and THE VILLAGE Website, Visitors need to create their Loyalty Card.

\* To request the Shopping Assistants, a Free Service managed by Professional Stylists, Customers should fill out a Simple and Fun Fashion Profile, which will allow us to identify their Needs.

\* A Member can also create his or her Alerts to receive News about the Brands in the Centre via Push Notifications (in the Centre via Beacons or Outside the Centre via Push Notifications) or Newsletters.

Source : "The Village" on May 21, 2019.

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