





We love
Outlet
Shopping

LIFESTYLE OUTLET SHOPPING

More than 40 home, fashion & lifestyle brands up to 70% off, all year round.

Just a 30 minute drive from Ulm and Göppingen, 50 minutes from Stuttgart.

**Centre Extension
Opening 2024**

B10 Exit Geislingen an der Steige
cityoutletgeislingen.com



THE LIFESTYLE OUTLET FOR STUTTGART, GÖPPINGEN & ULM

Welcome to City Outlet Geislingen, the lifestyle outlet destination in Geislingen an der Steige, home to WMF. Located in a beautiful landscape surrounded by the hills of the Swabian Alb in the German federal state of Baden-Württemberg, the historic town belongs to the metropolitan region of Stuttgart, 15 km south-east from Göppingen and 27 km north-west from Ulm. The catchment area has more than 3 million inhabitants in a 90-minute drive time.

In 2016, the former WMF Factory Outlet Geislingen was expanded by the new owner, the Mutschler Group, together with ROS Retail Outlet Shopping as operator, to 5,700 sqm gross lettable area and converted into a modern lifestyle outlet centre, today's City Outlet Geislingen.

In addition to WMF, the City Outlet Geislingen is home today to over 40 home, fashion and lifestyle brands, such as Cecil/Street One, Betty Barclay, Only, Triumph, Rosenthal, Ravensburger, Kneipp, Lindt, and many more, 30-70% off, all year-round.

In 2023, City Outlet Geislingen will be expanded by 4 more shops as well as a new parking lot. Opening is planned for 2024.



CATCHMENT

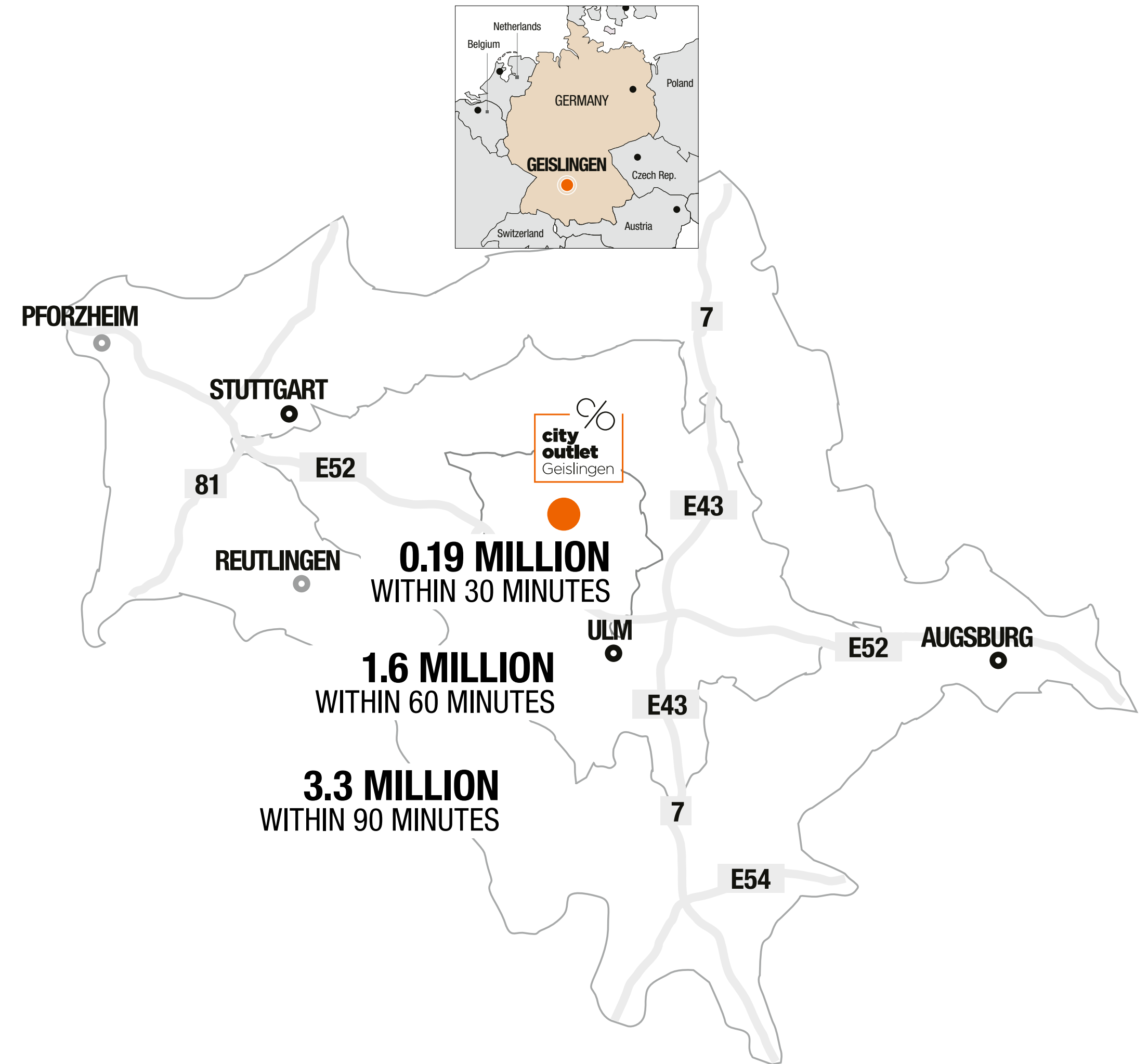
OVER 3 MILLION INHABITANTS IN 90 MINUTES

City Outlet Geislingen is located right next to the WMF headquarters in „Geislingen an der Steige“, adjacent to the federal highway B10, which connects Stuttgart with Göppingen and Ulm. The city park and Geislingen city centre are within 5 minutes walking distance.

Geislingen is part of the Stuttgart metropolitan region with 5.3 million inhabitants and the Baden-Württemberg district of Göppingen, which borders the districts of Rems-Murrkreis, Esslingen and Ostalbkreis with Schwäbisch Gmünd, all within a 60-minute drive. Stuttgart is only 50 minutes away by car, and Ulm and Göppingen about 30 minutes.

City Outlet Geislingen has a catchment area of more than 3 million inhabitants within 90 minutes by car. The Stuttgart metropolitan region is one of the regions with the highest purchasing power in Germany. Stuttgart has a retail purchasing power index of 111.5, followed by Esslingen with 109.9, Rems-Murr-Kreis with 107.4 and Göppingen with 102.4.

Source: IHK Stuttgart, „High purchasing power in the region“, September 2019





CECIL

Street One

ONLY

BETTY BARCLAY
SELECTED BRANDS

CARTOON

CARL GROSS
SINCE 1925



amor*

NINA VON C.

ara
since 1949

Triumph

SALAMANDER

JENNY

s.Oliver

sloggi

VIANIA
DESSOUS



Kneipp
Wirkt. Natürlich.



RÖSLE

city outlet
Geislingen

WMF

Auerhahn.

Thomas

Tefal

Silit
KOCHSPITZEN SEIT 1901

Nachtmann
FINE BAVARIAN CRYSTAL
THE LIFESTYLE DIVISION OF RIEDEL GLASS WORKS

Spiegelau
THE CLASS OF GLASS

KRUPS

Moulinex

HUTSCHENREUTHER
1814

Rosenthal
studio-linie

Seltmann
Weiden

Rowenta

KAHLA
PORZELLAN FÜR DIE SINNE

sambonet

zoeppritz
since 1828



GARDENA

BLANK
HOME

ESTELLA
BETTWASCHE ZUM WOHLFÜHLEN

reisen thel.



GRIESSON

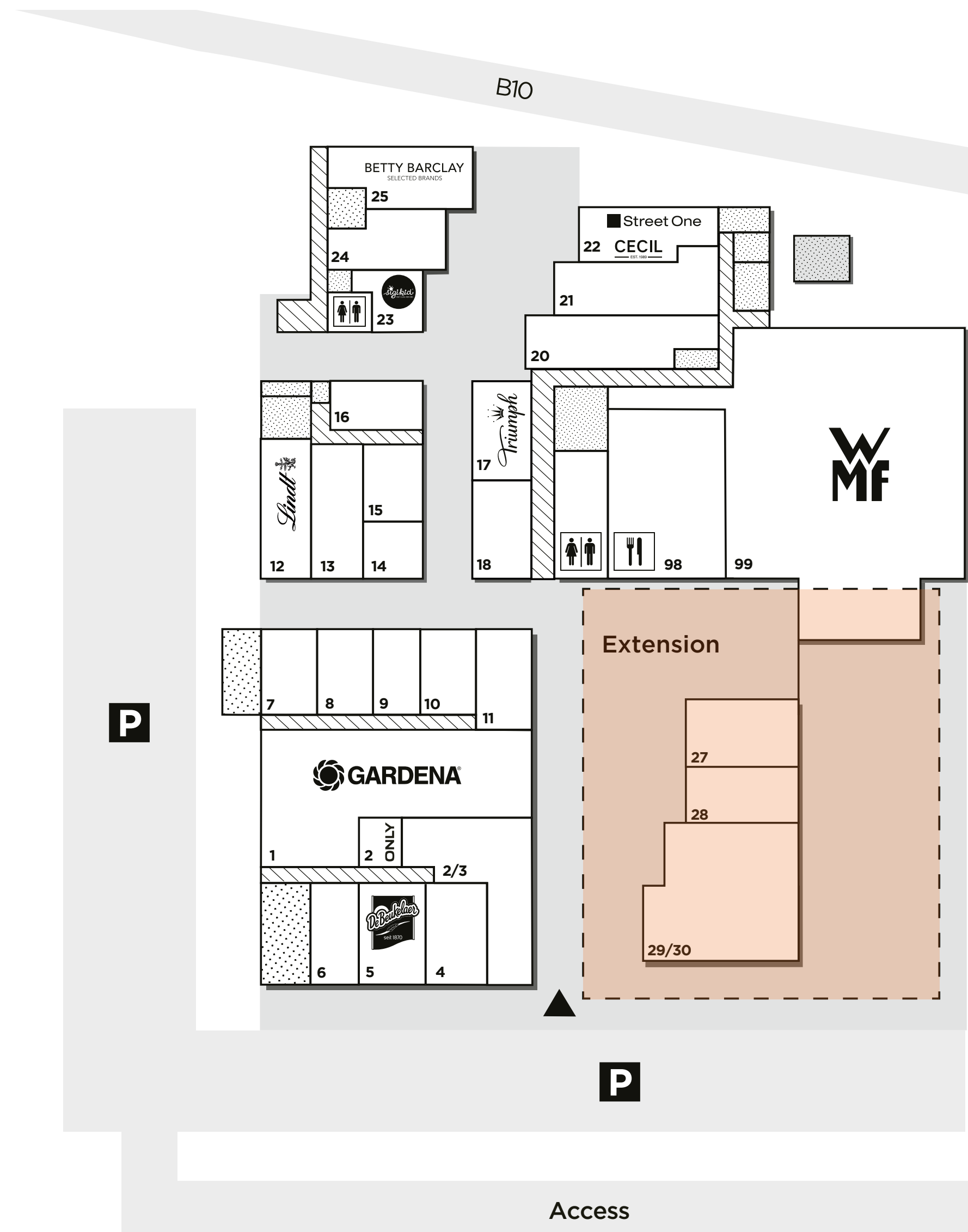
Lindt



mymuesli

CITY OUTLET GEISLINGEN

CENTRE PLAN

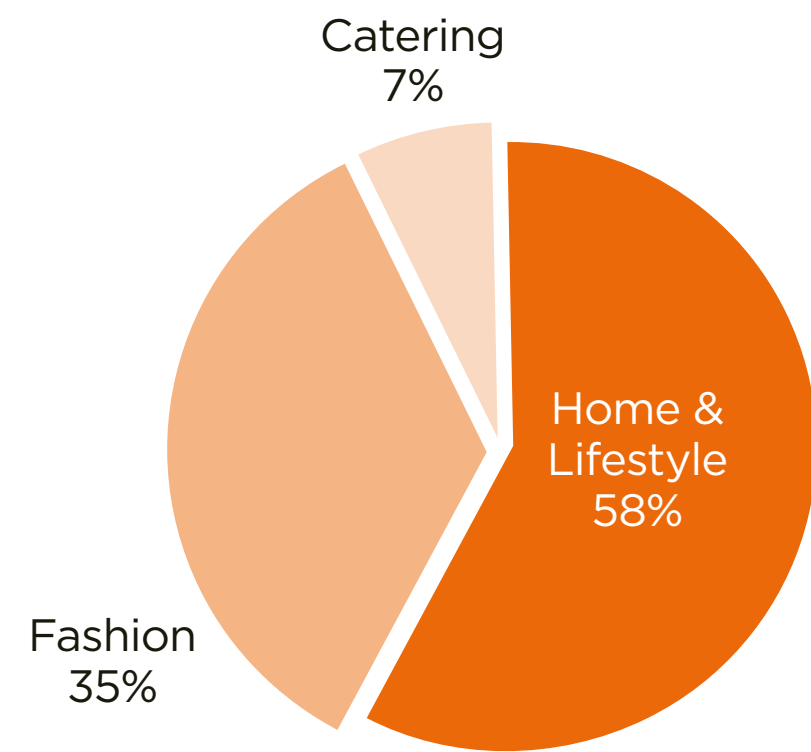


CATEGORY & BRAND MIX

A STRONG MIX OF HOME, FASHION & LIFESTYLE

Since the first expansion in 2016, the original focus on home brands at the WMF factory outlet has already been successfully increased to 30% with the addition of fashion & lifestyle brands Cecil,

Street One, Only, Betty Barclay, Carl Gross, Triumph and Trigema. The goal of the new centre expansion is to further increase the categories fashion & lifestyle to a GLA share of 35%.





BIGGER, BETTER & MORE BEAUTIFUL

THE NEW CITY OUTLET GEISLINGEN

1. New shops

The new centre extension of the City Outlet Geislingen includes the construction of additional 4 shops in the area of the current car park, in front of the WMF fish hall. Thus the center will grow to a total GLA of approximately 6,400 sqm.

2. New car park and entrance

The new car park will have 280 parking spaces. The car park is connected to the centre on the mezzanine level by an attractive entrance portal.

3. Shopping experience

With the new centre extension, directly opposite the WMF fish hall, a new space will be created in the heart of the centre, inviting to relax and enjoy.

Centre Extension

Opening 2024

CITY OUTLET GEISLINGEN

FACT SHEET

LOCATION	City Outlet Geislingen in the district of Göppingen belongs to the federal state of Baden-Württemberg. Stuttgart is only 50 minutes away by car, Göppingen and Ulm approximately 30 minutes.
ACCESS	Directly adjacent to the B10, exit Geislingen an der Steige
CATCHMENT	0.19 million inhabitants – 30 minutes 1.6 million inhabitants – 60 minutes 3.3 million inhabitants – 90 minutes
TOURISM	9.3 million overnight stays (+ 1.9%) in the Stuttgart metropolitan region in 2019. 4.1 million overnight stays (+ 4.3%) with 2.2 million tourists in the state capital Stuttgart.
ARCHITECTURE	Village
GLA	approx. 5,700 sqm
SHOPS	approx. 25
PARKING	280
ANCHOR STORES	WMF Cecil/Street-One Only Ravensburger Betty Barclay Triumph Gardena Kneipp Lindt
CENTRE EXTENSION	approx. 4 Stores approx. 650 sqm Opening 2024



ABOUT US

MUTSCHLER GROUP

Mutschler Outlet Geislingen GmbH is part of the Mutschler Group based in Ulm and Zurich. The family-owned company particularly develops outlets in Europe and residential properties in the USA.

The services cover all phases of project development, starting from the acquisition of land through planning and obtaining permissions to financing.

The portfolio includes outlets in Germany, Portugal and Croatia.

mutschler-immobilien.com



ABOUT US

ROS RETAIL OUTLET SHOPPING

ROS Retail Outlet Shopping, headquartered in Vienna, with partnerships in Poland, Italy and France, is an independent retail real estate consulting and centre management company specialised in Designer Outlets and innovative shopping concepts across Europe. The founders Thomas Reichenauer and Gerhard Graf are both committed professionals with many years of experience and knowledge in the European outlet market as well as recognized personalities in the industry. Founded in 2011 and thus one of the shortest existing companies in this field, ROS has already established itself among the top five outlet operators in Europe.

ROS Retail Outlet Shopping covers all stages of a project from finding the right location to developing it to all aspects of operational management. Sustainable centre growth is supported by a strong brand partner management, high quality retail and customer services standards as well as an innovative marketing approach provided by a professional senior management team. The portfolio of ROS Retail Outlet Shopping includes Designer Outlet Soltau, City Outlet Geislingen, Designer Outlet Warszawa, Designer Outlet Gdańsk, Designer Outlet Sosnowiec, Premier Outlet Budapest, Designer Outlet Algarve, Designer Outlet Croatia, La Torre Outlet Zaragoza, M3 Outlet Polgár, Designer Outlet Luxembourg and further new developments in Europe.

ros-management.com

- ROS Locations
- ROS New Developments
- ROS References





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CONTACT US!

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Managed by ROS Retail Outlet Shopping

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city

outlet

Geislingen