

**designer  
outlet**  
Soltau



# PREMIUM OUTLET SHOPPING

More than 80 fashion & lifestyle brands  
30-70% off, all year round.

Just a 40 minute drive from Hamburg,  
Hanover and Bremen.

A7 Exit Soltau Ost  
[designeroutletsoltau.com](http://designeroutletsoltau.com)



# THE PREMIUM OUTLET FOR THE METROPOLISES HANOVER, HAMBURG, AND BREMEN.

Welcome to Designer Outlet Soltau, the premium fashion & lifestyle outlet village in the Luneburg Heath, North Germany. Perfectly situated at the centre of the triangle between the metropolises Hamburg, Hanover and Bremen as well as one of Europe's top leisure regions.

Designer Outlet Soltau is home to more than 80 designer, fashion and lifestyle brands like Nike, Puma, Gant, Tommy Hilfiger, Joop, Guess, Only, Marc O'Polo, Lindt and many more, 30-70% off, all year round. With a special architecture inspired by the eight 'heath cottages' - small half-timbered houses with thatched roofs, the premium outlet village hosts approximately 62 shops a gross lettable area of 13,500 sqm. Cafés and restaurants as well as a children's playground invite visitors to take a break and relax.

Designer Outlet Soltau is adjacent to the A7 highway,

one of the most important north-south traffic axes in Germany, with more than 24 million vehicles per year. Designer Outlet Soltau has a catchment of more than 7.9 million inhabitants within a 90-minute drive time by car. An additional potential of 13 million tourists in Lower Saxony every year and the neighbouring, famous leisure parks 'Heide Park Soltau', 'Serengeti Park' and 'Berg & Tal Abenteuer-Resort' make Designer Outlet Soltau one of the strongest outlet locations in Germany.

Based on the latest annual ecostra Outlet Centre Performance Report, Designer Outlet Soltau ranks as Europe's Best Boutique Outlet Centre with less than 10,000 sqm of retail space.

Investors of Designer Outlet Soltau are the Mutschler Outlet Holding and Resolution Property. Designer Outlet Soltau is managed by ROS Retail Outlet Shopping.

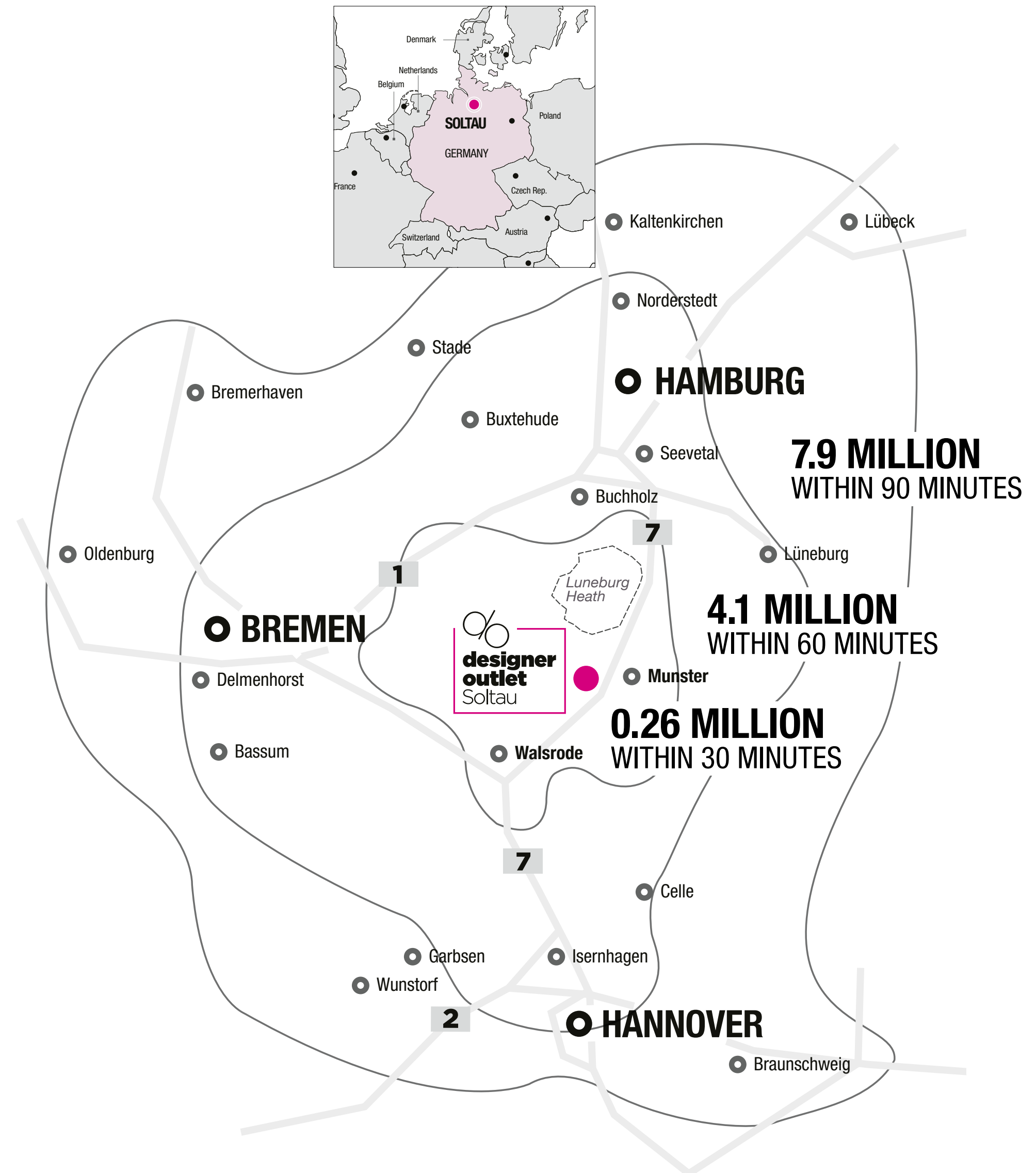


## CATCHMENT

# ALMOST 8 MILLION RESIDENTS WITHIN 90 MINUTES

Designer Outlet Soltau is conveniently located right by the Soltau-Ost exit on the A7 motorway. High visibility is supported by two pylons. The metropolises of Hamburg, Hanover and Bremen are each located only 40 minutes away by car. Therefore Designer Outlet has a catchment of almost 8 million inhabitants.

According to the GfK GeoMarketing study 'Purchasing Power Germany 2018', Hamburg ranks first among all German states with the highest purchasing power. The main city of Hanover and the state of Bremen are also above average. These are good conditions for all brands at Designer Outlet Soltau.





GANT

TOMMY HILFIGER

GUESS

JOOP!

CARL GROSS  
SINCE 1925

Marc O'Polo

ONLY

hunkemöller

CECIL

TOM TAILOR  
EST. 1962

MUSTANG

.loupizəD

HECHTER  
PARIS

LIEBESKIND  
Berlin

seidensticker

strellson

comma,

asics

Bergans  
OF NORWAY

BRAX  
FEEL GOOD



designer  
outlet  
Soltau

WMF

CAMEL  
ACTIVE

JACK & JONES



SKECHERS

Villeroy & Boch  
1748

Levi's

s.Oliver  
FASHION FOR LIFE



GARCIA

BETTY BARCLAY  
SELECTED BRANDS

crocs

Samsōnite

Sametta

Street One

Watch Station  
INTERNATIONAL

Home  
& COOK



Lindt

mey

KRUPS

bassetti

LE CREUSET

Tefal

SFL  
Sun Fashion Lab

möVE

## CATEGORY & BRAND MIX

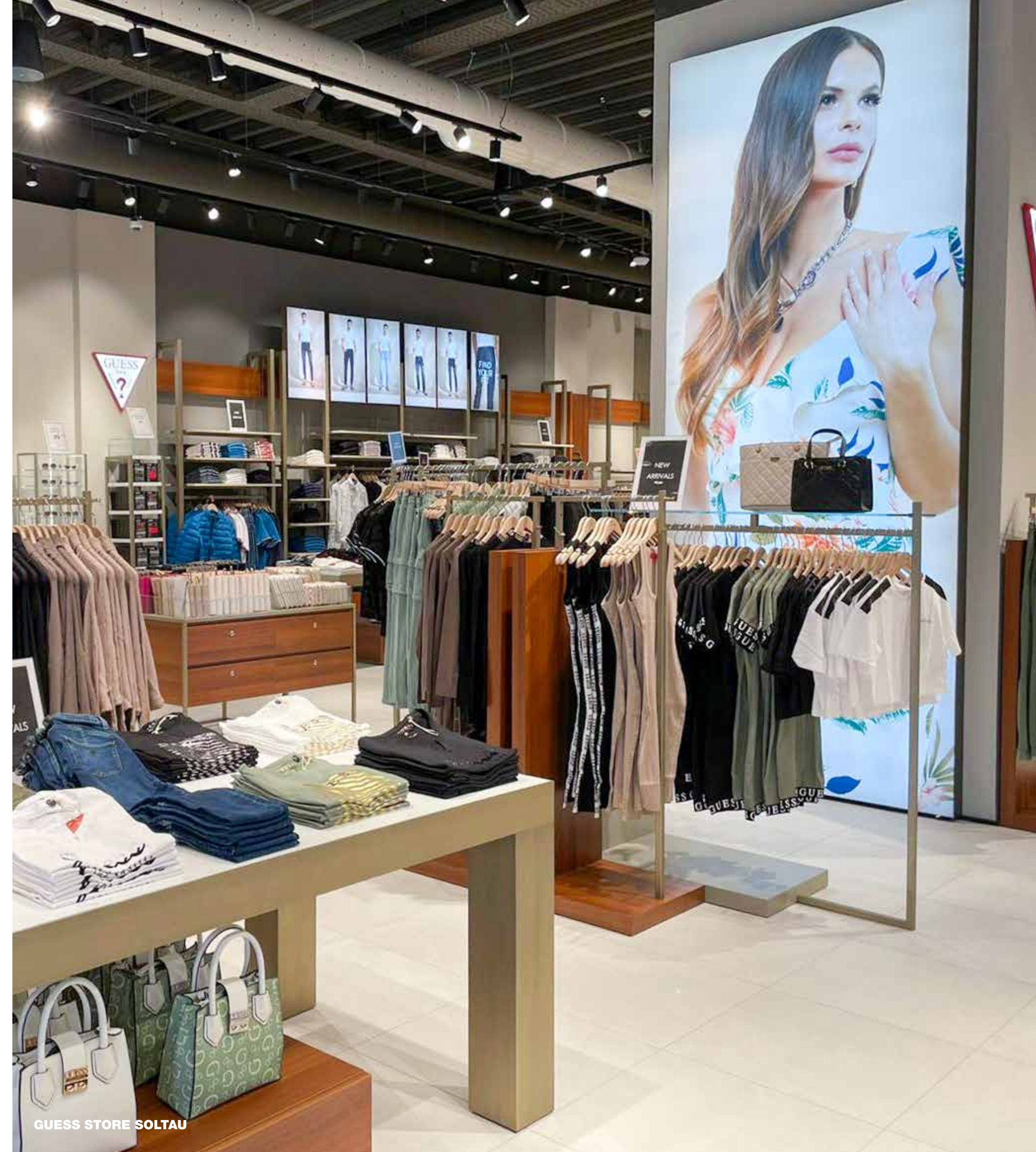
# FASHION MEETS LIFESTYLE

The category and brand mix of Designer Outlet Soltau is based on international experience and includes almost 50 % designer and fashion brands. The categories of sports & outdoor, shoes & leatherwear, household goods & furniture, accessories, kidswear and high-end F&B ensure a balanced mix.

“Visitors can discover more than 80 fashion, sport and designer brands like Nike, Guess, Desigual, Joop, Strellson, Levis, Marc O’Polo, Comma, Gant,

s.Oliver, Hechter Paris, Liebeskind, Brax, Carl Gross, Tommy Hilfiger, Puma, Betty Barclay, Garcia, Vero Moda, Only, Street One, Tom Tailor, Jack & Jones, Hunkemöller, Bergans of Norway, Cecil, Mustang, Mey, Samsonite, Bassetti, WMF, Möve, Lindt and many more.

The additional F&B offer from Starbucks, Asia Hung, Amorino, Wai’kiki Bowl and Il Cappuccino creates a unique shopping experience.”



DESIGNER OUTLET SOLTAU

# CENTRE PLAN



## SOCIAL RESPONSIBILITY

# SHOPPING FOR CHARITY

Besides being the organiser of the 'Shopping for Charity' campaign for several years, Designer Outlet Soltau contributes to a good cause every year. As part of the 'Happy Birthday Weeks' celebrated in September 2022 on the occasion of the centre's 10th anniversary, donations were collected for the organisation 'Soltauer Tafel' to help people in need.

In recent years, Designer Outlet Soltau has supported the Robert Enke Foundation, Lukas Podolski Foundation, NCL Foundation, Kinder-UKE Hamburg, Hanover Children's Heart Foundation and many more.

Designer Outlet Soltau is also an active sponsor of local sport clubs like the MTV Soltau for football, the International Heide Cup for handball and the Basketball Team Ebstorf Heide Knight.



SCHECKÜBERGABE AN DAS UKE



LATE NIGHT SHOPPING 2019  
STARGAST LINDA EVANS



LATE NIGHT SHOPPING 2014  
MASSIMO SINATO & REBECCA MIR





LUNEBURG HEATH

# EUROPE'S TOP LEISURE REGION

Whether hiking on the Lüneburg Heath, making a day trip to Celle or looking for fun and adventure for the whole family at the 'Heide Park Soltau', the Lüneburg Heath has a lot to offer and is popular with young and old alike.

Designer Outlet Soltau adds to the extremely extensive and busy holiday and leisure offer. Soltau is located in the heart of the tourist destination of Lower Saxony, one of the most popular tourist destinations in Northern Germany. More than 14.5 million guests and over 43.5 million overnight stays are recorded every year.

More than 6 million of these overnight stays were booked by tourists in the Lüneburg Heath, which scores particularly high for nature, leisure parks and

city breaks. The Lüneburg Heath is Europe's top leisure region – no other region in Europe has so many leisure parks in a comparable area.

International tourism has also increased. The main drivers are Scandinavian and Russian guests as well as Dutch and Polish visitors. In addition, 39 million day tourists choose to visit the diverse region every year.

Designer Outlet Soltau has established long-term cooperations with the most important businesses in the tourism and leisure sector at an early stage. The tourism information office at the Designer Outlet Soltau is operated in cooperation with the umbrella organisation and destination agency 'Lüneburger Heide Tourismus'.



SERENGETI PARK



SOLTAU THERME



HEIDE PARK SOLTAU

MORE THAN 10 MILLION TOURISTS IN THIS REGION



You can find information about the Luneburg Heath adventure region here:  
[www.lueneburger-heide.de](http://www.lueneburger-heide.de)

## DESIGNER OUTLET SOLTAU

# FACT SHEET

<b>LOCATION</b>	Designer Outlet Soltau is positioned exactly midway between the three metropolises Hamburg, Hanover and Bremen, directly in the Luneburg Heath tourism region. It is located only a 40 minute drive from Hamburg, Hanover and Bremen.
<b>ACCESS</b>	Conveniently located right by the Soltau-Ost exit on the A7 motorway. The A7 is Germany's most important north-south traffic axis and Europe's longest national motorway. With more than 24 million vehicles per year, the A7 is one of the busiest motorways in Germany.
<b>CATCHMENT</b>	0.26 million inhabitants – 30 minutes 4.1 million inhabitants – 60 minutes 7.9 million inhabitants – 90 minutes
<b>TOURISM</b>	With more than 6.3 million overnight stays and 39 million day visitors every year year, the Luneburg Heath is one of the best-known local leisure parks and leisure regions in Germany. The Luneburg Heath is the number one leisure region in Europe: no other region has so many leisure parks on a comparable area. The renowned 'Heide Park Soltau', which attracts 1.5 million visitors a year, is only 10 minutes drive away.
<b>ARCHITECTURE</b>	Village
<b>GLA</b>	13,500 sqm
<b>SHOPS</b>	approx. 62
<b>PARKING</b>	approx. 1,200
<b>ANCHOR STORES</b>	Nike   Puma   Gant   Tommy Hilfiger   Marc O'Polo   Joop   Strellson   Guess   Lindt   Levi's   s.Oliver   Only   Liebeskind



ABOUT US

# MUTSCHLER GROUP & RESOLUTION PROPERTY

The **F.O.C. Objekt Soltau GmbH** is part of the Mutschler Group, based in Ulm and Zurich, which develops high-quality commercial property in Germany and Switzerland. The services of the family-run company cover all phases of project development, from land acquisition, planning and obtaining permissions to financing.

The Mutschler Group has already made a name for itself with the Swiss shopping centre Wallis, which occupies 10,000sqm, and the retail park in Würzburg with around 20,000sqm. High-class properties such as office, residential and commercial buildings on Kurfürstendamm in Berlin and in exclusive Munich are among the company's other projects.

[mutschler-immobilien.com](https://mutschler-immobilien.com)



We are 'place makers.' At **Resolution Property** we understand it takes experience, expertise, and innovation to create properties that provide a vibrant atmosphere for the people living, working and shopping in them. Resolution Property is about transformation, spaces reborn. We seek out refurbishment, upcycling and development potential. Our restoration projects and redevelopments reflect how property is used in these fast-moving times. We are pioneers in transforming bricks and mortar into desirable lifestyle hubs. Since our creation in 1998 we have developed some of Europe's most successful and innovative projects. We understand and are excited by the ways in which the real estate is changing and have a proven track record for being at the forefront of those changes, creating cutting-edge work spaces and vibrant retail destinations in the UK and across Europe. Built on two decades of experience, Resolution Property has acquired, repurposed, repositioned and disposed of more than €3 billion of real estate in the UK and across Europe. During this period Resolution Property has raised five funds from leading global institutions. Paying careful attention to initial stock selection and scope for active management, we offer investors a depth of experience, expertise and reliability – a pair of very safe hands with an outstanding track record.

[resolutionproperty.com](https://resolutionproperty.com)

**RESOLUTION**  
PROPERTY



## 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](http://ros-management.com)

- ROS Locations
- ROS New Developments
- ROS References





We love  
Outlet  
Shopping

# CONTACT US!

## DESIGNER OUTLET SOLTAU

Managed by ROS Retail Outlet Shopping

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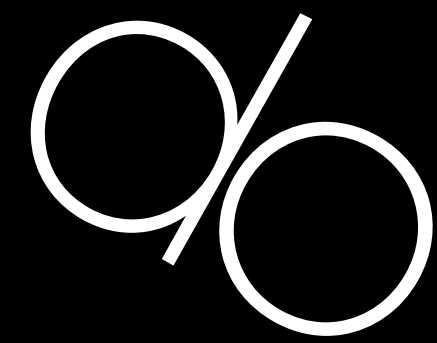
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