



YEARS OF FASHION CONNECTIONS

25

YEARS OF FASHION CONNECTIONS



McArthur
Glen
Designer Outlet

GUCCI

BURBERRY

Benvenuti
مرحباً
Willkommen
Bem-vindo
مرحبا
Domenica 10.00 - 20.00
Day - Sunday 10am - 8pm

Chairman's Foreword

The official inauguration of Serravalle Designer Outlet 25 years ago marked a real milestone. It wasn't just the opening of a retail space; it was the birth of a new chapter in Italian retail. As the first outlet of its kind in country, it marked a bold, visionary move – one that would redefine expectations around the outlet concept and set new standards for what shoppers could enjoy.

A quarter of a century later, I take immense pride in what we have accomplished. What began as an ambitious idea has grown into something truly exceptional. The Centre has not only fulfilled its original promise, but it has also far exceeded every goal we sought to meet.

Today, Serravalle Designer Outlet stands as one of the most valuable assets in our portfolio. Its significance goes beyond its impressive success or market leadership in Italy and Europe, but in the driving role it has played at the heart of our Group. Over the past 25 years, it has been a shining example of innovation, partnership, and long-term vision.



The Centre has become a true destination. For many of our brand partners in Italy, it served as their first step into the highly effective outlet channel. For our guests, it has offered a unique and premium experience: one that blends the elegance of Italian style with exceptional service, pioneering shopping environment concepts, and an ongoing commitment to excellence. Serravalle Designer Outlet has rightfully earned its place as a benchmark in the McArthurGlen Group and our industry.

At the core of Serravalle Designer Outlet's success lies a simple but powerful principle: reinvention. Through continuous redevelopments and enhancements, the introduction of new attractions like the one-of-its-kind Play Land, and an unwavering focus on enriching the guest experience, the Centre has remained dynamic and forward-looking.

I believe this enduring spirit – the drive to evolve, to surprise, and to delight – will continue to shape Serravalle Designer Outlet's growth. And as we look to the future, I am confident that the next 25 years will be just as extraordinary as the last.

A handwritten signature in black ink, appearing to read 'J.W. Kaempfer, Jr.' The signature is stylized and written over a large, simple outline of a triangle.

*J.W. Kaempfer, Jr.
Chairman and Founder,
McArthurGlen Group*

Happy 25!

If Serravalle Designer Outlet were a person, it'd be the same age as Billie Eilish or Damiano from Måneskin, a young adult, ready to take on the future. But in many ways, it's already shaped the future, pioneering a bold new way to experience the world of fashion and retail. Always growing, always innovating. That's what makes it a true record-breaker.

Europe's biggest outlet

It's not just Europe's biggest outlet, it's also one of the very best.

It proudly leads the 2025 Outlet Centre Performance Report Europe (OCPRE). **But more importantly, it was the first of its kind in Italy.** Before it came along, "outlet" wasn't even a word people used here.

FLASHBACK TO THE YEAR 2000...

Flip phones were replacing landlines, changing how we talked forever. The Millennium Summit brought world leaders together in New York, while Hannover hosted the Expo and Rome celebrated the very first World Pride. Snoopy said his final goodbye in the Peanuts strip, and the Fiat Punto became Italy's top-selling car.

Fashion was ruled by LOGOMANIA.

Everyone craved designer labels, exclusive, stylish, instantly recognisable. But not everyone could afford them.

Serravalle Designer Outlet changed that.

A shopping Destination where you could finally buy branded fashion at reduced prices. But it was more than just a place to shop: it was somewhere to walk, eat, meet, and spend time with family. Its influence has been so strong that in 2002, **"outlet" became an official entry in the Zingarelli dictionary.** Corriere della Sera even named it one of the year's trendiest words.

Serravalle Designer Outlet is part of the McArthurGlen Group, which was founded in the UK in 1993. The Group's portfolio of designer outlet centres is now visited by nearly 100 million people a year, with almost 3,000 stores in total across its shopping destinations in Europe and Canada.



Marta Sierra, a content creator at Serravalle Designer Outlet

The Numbers of Success

In 25 years, the centre has grown from its initial 60 stores to the current 230, spread across an area of 51,500 square metres. During this time, over 500 brands have opened stores at the centre, some of which are still there having been with us since day one.

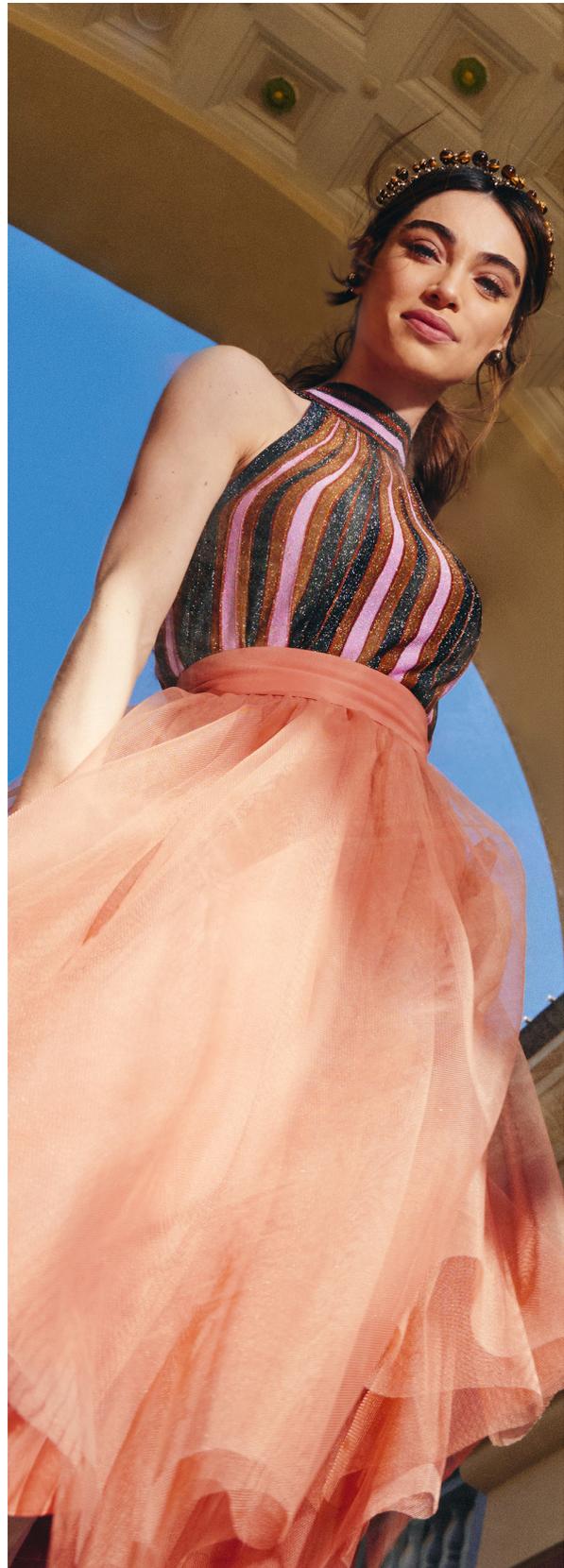
Completing the offer is a wide range of services that have evolved along with the centre: from the Guest Lounge to tax-free zones, shopping services and even Play Land with Lele's Aqua Park. That's why, in a quarter of a century, more than 105 million visitors have passed through Serravalle Designer Outlet – that's equal to the populations of Italy and Spain combined. The centre's success translates into real benefits for the local area too: according to 2024 data, every 100 euros spent at the outlet generates 37 euros of value that stay in the local economy, and 81 euros at the regional level.

Visitors include all fashion lovers, across generations and backgrounds. The brand mix is so diverse that everyone can find what they're looking for. Forecasts show that by 2030, Gen Z will make up 30% of total visitors, confirming the outlet's growing appeal among younger people. This goes hand-in-hand with a constantly increasing international presence, with even more visitors arriving from the Middle East, Eastern Mediterranean, Greater China and the United States.

What is attracting them is not only Serravalle Designer Outlet's mix of luxury brands — available all in one place — but also the centre's attention to detail, the exceptional hospitality shown by our employees, and the high-quality services.

For example, dedicated Tourism Hubs, tax refund assistance, and a range of exclusive services designed for a discerning clientele. Among them: hands-free shopping (allowing purchases to be picked up at the end of the day), luggage storage, access to the exclusive Guest Lounge, and reserved parking in a strategic position. Key tourist city Milan is less than an hour away, and Genoa just 45 minutes.

Even without your own car, the centre is easy to reach thanks to shuttles from various parts of Milan, private transfers with hotel pick-up, and taxis at special rates. There are even discussions underway about a dedicated train station!



Lorella Boccia, dancer and McArthurGlen's Brand Ambassador



Donatella Doppio, Managing Director Italy, McArthurGlen Group

“Serravalle Designer Outlet’s success stems from a long-term vision focused on premium brands, customer experience, and constant investment in how our spaces evolve. We place great emphasis on sustainability and service, because meeting the ever-changing needs of our guests is at the heart of everything we do.”

**Donatella Doppio,
Managing Director Italy, McArthurGlen Group**



Serravalle Designer Outlet's main piazza

The Democratisation of Luxury

The core principle of Serravalle Designer Outlet is simple and inclusive: everyone has the right to buy designer and high-fashion labels. Not knock-offs, as seen in fast fashion strategies, but original pieces at discounted prices, whether from current collections or past seasons; because a quality garment or accessory is always beautiful and built to last.

According to a recent survey conducted with Doxa¹, 62% of Italians prefer physical stores to try on clothes and find interesting offers. This pleasure grows when shopping is paired with stimulating, engaging experiences.

Fashion, after all, isn't just about clothing, it's also about play, culture, art, learning, socialising and entertainment.

A kaleidoscope of connections comes to life at Serravalle Designer Outlet in many different ways. That's why the centre has been designed as a leisure space for all ages. Children can enjoy **Flora's Baby Park and Lele's Aqua Park**, while teens and adults can explore their style in more than 230 mono-brand boutiques or enjoy their choice of international and regional dishes across 15 dining options.

Seasonal activities

Special initiatives include the traditional **Christmas** event, when the iconic 33-metre tree in the main square becomes a meeting point for children hoping to visit Santa Claus in his house.

The whole centre lights up with festive cheer: streets filling with decorations, colourful lights, and sparkling shop windows.

Another unmissable event is **Pride Week**, during which Serravalle Designer Outlet proudly supports the **LGBTQIA+** community with genuine commitment that goes beyond celebration and translates into concrete, ongoing actions. Last year, the centre launched and promoted **The District of Joy**, a cultural programme offering free, inclusive events that began at Parco Ravizza and spread throughout the neighbourhood, engaging the entire community.

Music, universal and inclusive, is at the heart of the main Pride event at Parco Ravizza: a free concert that brings together fresh talent and well-known names from the Italian music scene. Following **Loredana Bertè**, the latest edition featured **Alan Sorrenti and Paola Iezzi** in a vibrant celebration of energy, emotions and togetherness.

1.The Fashion and Generations Observatory "Fashion and Identity – Dressing without Bias", a study carried out in collaboration with BVA Doxa.

Fashion

*A conscious choice for
those who
want to invest
in quality
over quantity.*

One of Serravalle Designer Outlet's piazzas



Why choose branded clothing?

Because it's beautiful, well-made, lasts a long time, and doesn't go out of style. It goes beyond the must-have logic, the "wear it today, forget it tomorrow" trend. Some pieces even become **icons**, always "in", never out of fashion. A brand carries with it a philosophy and a unique identity, helping us build a wardrobe that reflects who we are.

The textile industry generates 1.2 billion tonnes of CO₂ and 2 million tonnes of waste annually, yet **95% of garments can be recycled**. That's why Serravalle Designer Outlet is firmly **committed to the circular economy and protecting the environment**.

How?

Through initiatives like **Recycle Your Fashion**, which invites visitors to bring used clothes to the outlet. In 2021 two upcycled capsule collections were created by NABA, Nuova Accademia di Belle Arti.

We have also introduced an Integrated **Biodiversity Assessment**, which is a strategic tool we use to assess biodiversity-related risks across the McArthurGlen's portfolio.

McArthurGlen is committed to creating green spaces and ecological corridors, investing in habitat restoration, and collaborating with environmental

associations to protect local flora and fauna. Projects like "**Oasi Verdi e Arredo Urbano**" have revamped central piazzas with trees, perennial plants, recycled water fountains, seating,

umbrellas, heaters and fans, making the outlet a relaxing space all year round.

On **Earth Day**, April 22, Serravalle Designer Outlet runs fun, **educational workshops for kids**, raising awareness about the planet in ways that engage the next generation.

But it doesn't stop there. McArthurGlen has made a firm commitment to the planet, setting its sights on **Net Zero emissions by 2040** through the Group's 'Evolve' programme which sets out real, measurable actions.



Inside one of Serravalle Designer Outlet's boutiques

With **7,000 m² of solar panels** underway and a smart Building Management System, Serravalle Designer Outlet is setting the standard for sustainable shopping destinations.

80%

Over 80% of waste produced at Serravalle Designer Outlet is sorted for **recycling**, including composting of food waste and recycling of coffee pods.

100%

New solar panels (900 kWp) are being added to the parking canopies, soon supplying **100% green electricity to high-consumption stores**, while reducing the 'heat island' effect with better shading.

And thanks to an artesian well and rainwater collection systems, the centre has cut its use of potable water for irrigation by 30%.

7.000m²

Territory and Environment

The opening of the Serravalle Designer Outlet attracted new tourists to a stunning geographic area, one not widely known, especially among international visitors, offering a glimpse into the natural, artistic and culinary treasures of the Gavi hills.

Gavi, home of the Cortese di Gavi DOCG (an elegant, fresh white wine) is renowned for its many wineries open for tours. Here, visitors can enjoy tastings, learn about local wine traditions, and explore nature trails, protected areas, and natural lakes ideal for hiking or simply relaxing in nature.

To complete the experience, local cuisine features ravioli, regional cheeses, truffles, traditional desserts. Meanwhile, nearby villages such as **Voltaggio** and **Libarna** bring together history, art, and archaeology.

Before arriving, you can visit the **Certosa di Pavia**, discover the **Abbey of Chiaravalle**, or spend a few days among the rolling **hills of Gavi**, enjoying outdoor activities, culture, and local flavors—or head towards the gentle **hills of Monferrato**, a UNESCO World Heritage Site. Along the way, you can stop in **Novi Ligure**, where the **Museo dei Campionissimi** offers an insight into the history of great cycling champions, and in **Tortona**, rich in art and history. For cycling enthusiasts, a must-see is **Castellania Coppi**, home to the birthplace of Fausto Coppi.



The hills of Gavi



Fields of lavender in Monferrato

In this context, the cultural project 'Ritratti d'Italia' gives a voice and face to local identities through art and tradition, a collective fresco where past and present meet. Those seeking excellence can also explore the historic Borsalino hat factory, a true emblem of Italian savoir-faire.

Finally, Serravalle Designer Outlet's location near the Ligurian Apennines provides a natural gateway to the Italian Riviera: from the **Cinque Terre** to the coastal villages and scenic trails overlooking the sea near **Camogli**. From there, visitors can reach the 10th-century Abbey of **San Fruttuoso**, a hidden gem nestled in a small bay at the foot of Portofino, whose waters house the submerged bronze statue of the **Christ of the Abyss** at a depth of 17 metres.

Thus, a journey that begins among shopping windows unexpectedly takes a cultural, scenic, and sensory path, one that captures the essence of an authentic, elegant Italy.



- 1. Serravalle Designer Outlet
- 2. Castellania
- 3. Gavi Fortress
- 4. Monferrato
- 5. Gavi Hills

- 6. Museum of Champions in Novi Ligure
- 7. Tortona Art Gallery
- 8. Voltaggio Art Gallery
- 9. Libarna
- 10. Certosa of Pavia

- 11. Abbey of Chiaravalle
- 12. Camogli
- 13. Christ of the Abyss
- 14. Abbey of San Fruttuoso
- 15. Portofino

More than just shopping: Serravalle Designer Outlet is your gateway to a journey filled with culinary delights, beautiful scenery and hidden gems to explore.



Matteo Migani, General Manager of Serravalle Designer Outlet

“The centre’s strong connection with the local area hasn’t just boosted the economy...it’s also created a real sense of belonging and shared community.”

The voice of MATTEO MIGANI

When it opened its doors 25 years ago, Serravalle Designer Outlet introduced a new retail model to Italy, one that made luxury more accessible, inclusive and sustainable.

It was a pioneer in connecting high-end brands, both Italian and international, with a growing and ever more informed audience. Today, that connection has evolved: it’s no longer just about the relationship between brands and customers, but also a wider dialogue between culture, design, art and the local area.

This ability to build meaningful bonds is what makes us more relevant than ever. The deep relationship the centre has forged with the local area has not only delivered strong economic benefits and contributed to the region’s development but has also fostered a genuine sense of belonging

and shared values with the local community, one that has grown stronger over time.

Serravalle Designer Outlet is not just a shopping destination. It’s a true social and economic catalyst, committed to giving back to the environment in which it operates. Its connection with Milan, where many visitors come from, has also deepened, evolving into a broader ‘extended community’.

The centre has always remained in an open dialogue with the surrounding region: it supports cultural initiatives, enhances local excellence, and promotes projects that combine art, music and tourism. Over the years, it has hosted exhibitions, concerts and events, becoming a dynamic, vibrant space where culture, entertainment and experience come together.



One of the many green spaces at Serravalle Designer Outlet

Serravalle Anniversary Gazette

THE DISTRICT OF JOY

On 25 June, during Milan Pride Week, a vibrant event lit up the stage at Parco Ravizza: a musical celebration in support of LGBTQIA+ values, promoting diversity and inclusion. Curated by McArthurGlen, the free event featured live shows from emerging talents in the new music scene and special guests including Alan Sorrenti and Paola Iezzi.



PODCAST

What brings together fashion, music, travel, sustainability and geography?

It's all told in the Linkiesta Etc podcast, powered by Serravalle Designer Outlet and hosted by fashion journalist Giuliana Matarrese in conversation with 10 special guests. Among them: Sara Sozzani Maino, a leading figure in mentoring the new generation of designers, and Matteo Ward, eco-conscious entrepreneur and co-founder of Fashion Revolution Italy.

The podcast is titled 25 Years of Fashion Connections and has been available since May 24th on all major streaming platforms.

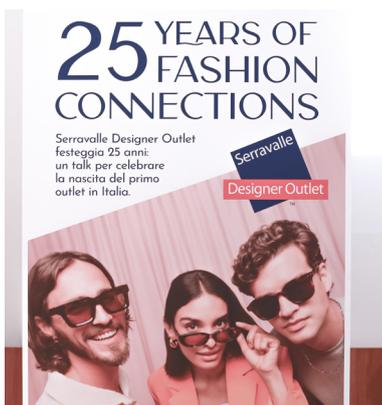


TALK

The anniversary celebrations kicked off on April 2 with a gathering at Palazzo Giureconsulti in Milan, focused on the evolution of the fashion sector and its relationship with shopping, tourism, culture and sustainability.

Among the guests were Martina Riva, Councillor for Sport, Tourism and Youth Policies of Milan, and Silvia Paoli, a journalist specialising in fashion and society.

Joining them in the conversation about future trends were Donatella Doppio, Managing Director Italy of McArthurGlen, and Matteo Migani, General Manager of Serravalle Designer Outlet.



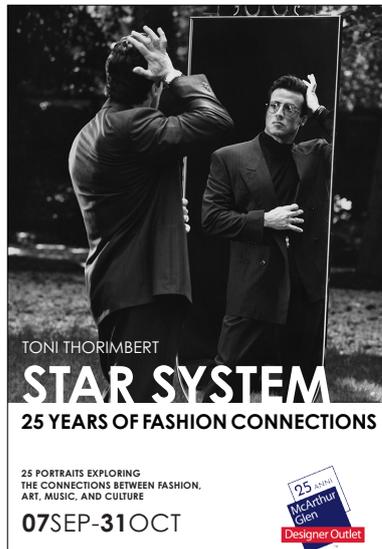
EVENT

In September, the cultural programme will expand with a photography exhibition by Toni Thorimbert.

25 shots by the renowned photographer will be on display throughout Serravalle Designer Outlet in a visual journey exploring the connection between fashion, music, art and identity.

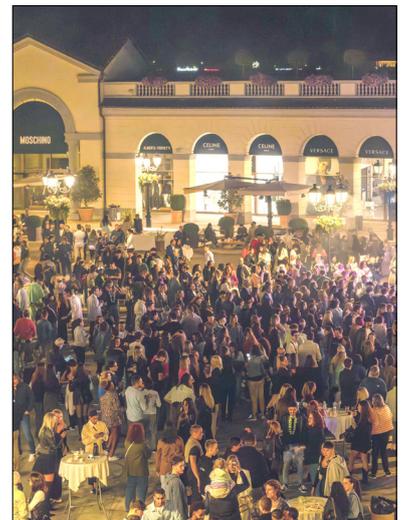
PROMOTION

On 7 September, the date marking the outlet's anniversary, we are bringing to life a day of celebrations with an exclusive promotion: 25% off outlet prices to symbolically celebrate 25 years since opening.



PARTY

The celebrations culminate in a special moment dedicated to those who, with passion and commitment, have accompanied us on our 25-year journey. An exclusive evening for employees and friends of Serravalle Designer Outlet.





Toni Thorimbert

STAR SYSTEM

25 YEARS OF FASHION CONNECTIONS

Toni Thorimbert

“Star System, 25 Years of Fashion Connections” is the photography exhibition curated by Toni Thorimbert, a leading figure in Italian and international photography, which will open on **7 September at Serravalle Designer Outlet.**

The exhibition features 25 portraits of key figures from the worlds of music, entertainment, sport and art, in a visual journey that explores the relationship between fashion, identity and pop culture over the past twenty-five years.

More than a simple sequence of images, the exhibition is a story told through faces and gazes, where each shot becomes a point of connection between languages and generations.

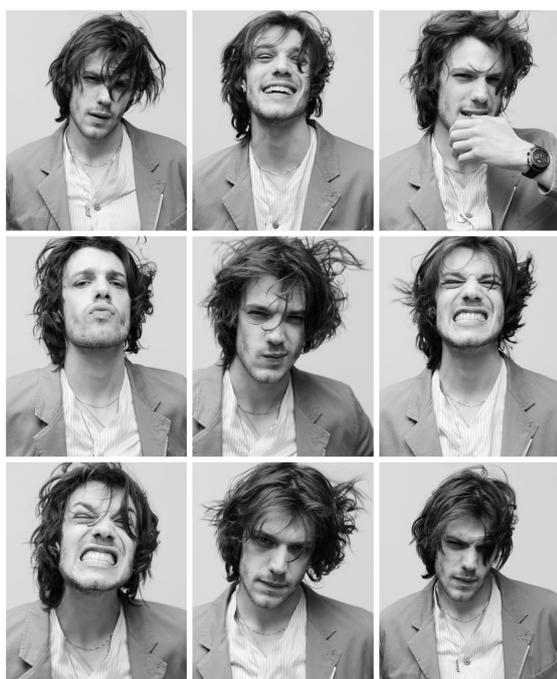
We spoke with Toni Thorimbert, the photographer behind the images, to understand the idea behind the project and the creative process that guided him.

The exhibition at Serravalle Designer Outlet features 25 photographs selected from your most famous works. Is there a common thread in the selection of these images?

Yes, all the photos portray people who carry a sign, often expressed through their clothing. Since the 1990s, fashion has become an integral part of portraits: you couldn't photograph someone without them wearing a brand. Fashion, even implicitly, unites many of the images.



Sylvester Stallone



Matteo Giuglioli

How did you feel about exhibiting in a major shopping centre?

I liked the idea. I'm not interested in appearing in big newspapers. What matters is how people experience the exhibition. A photographic encounter can happen anywhere, even on a tram or in a small town.

Is there a photograph in the exhibition that you're especially attached to?

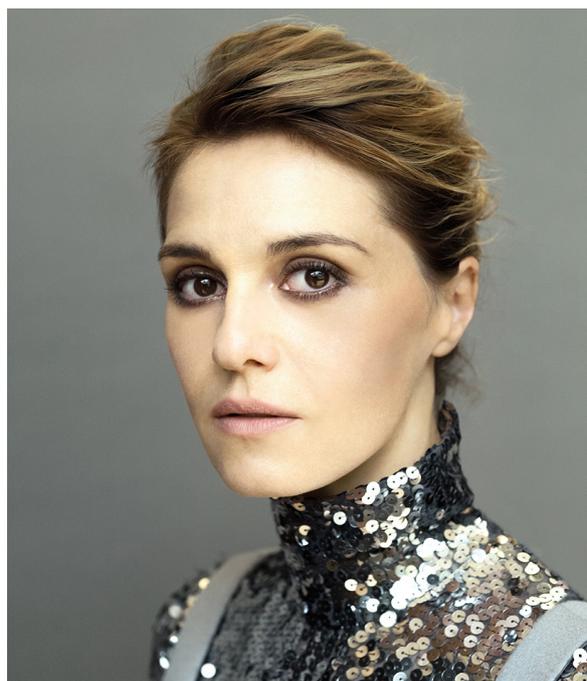
Yes, the one of Matteo Giuglioli (photo on the left). It reminded me of my younger brother. The shot has personal and intimate meaning. It wasn't part of the main shoot, but it was chosen precisely because of its deep value.

What is your relationship with fashion in photography today?

At first, I wasn't interested. I came from objective photography, far removed from fashion. But then I realised that a garment can be an extension of a person, a work of art. It's not just "a girl in a dress," but "the dress worn by that girl."

So can fashion also tell the truth?

Yes, if you know what you're telling. If you don't understand the meaning of a garment, you risk creating beautiful but misleading images. It's not about aesthetics, it's about conscious vision. You need connection, presence, awareness.



Paola Cortellesi

25

YEARS OF FASHION CONNECTIONS