

LPP is to introduce new stores of its brands to Pskov – – Cropp, House and Sinsay.

06.05.2019, Pskov – In March 2019 LPP, the Polish retailer, signed the relevant agreement supported by consulting assistance of LCM Consulting.

As a premiere place for opening of the well-known Polish stores SEC FJORD PLAZA was chosen (GBA – 43917.6 m², GLA – 29655.3 m²) with its planned launching date as for August 2019. The shopping center will gather more than a hundred stores, multi-hall cinema, family entertainment center and a food court. Along with the widest range of tenants and product segments in the whole city, the new object will offer a unique lounge-zone – a perfect space for exhibitions, recreation and juicy events.

LPP is one of the largest clothing manufacturers of Central and Eastern Europe. Today, the Polish company builds up the growing role within the apparel market and continuously broadens its network of all the five fashion brands: Reserved, Cropp, House, Mohito and Sinsay. The Gdansk-originated retailer has just opened onto its 24th market and has offices in China and Bangladesh. As for LPP in Russia, today's agenda is to develop currently operating stores and launch new ones in various regions of the country.

In Pskov, LPP is aimed to launch three stores of new brands not yet available on the local market. These will include Sinsay with its trendy clothing of adequate price, House with its widely assorted optimistic fashion addressed to both women and men, and urban lifestyle of Cropp. The stores of those three brands will be located in SEC FJORD PLAZA, which is currently under finishing to a grand opening. LPP stores will become a part of a fashion gallery on the first floor. Sinsay (1130 m²) and House (780 m²) will welcome the visitors of the western entrance. And Cropp (815 m²) will take its place on the northern side of the building. All three stores will please the locals with high quality, widely assorted products at very rational prices. The three of LPP brands will become significant tenants of fashion-segment (that takes more than 35% of GLA).

LCM Consulting team is admitting that the deal has become a noteworthy step for both: a project developer and a retailer. Pskov will be the city of smallest population in Russia, where LPP officially launches its stores. The opening of Sinsay, Cropp and House will mark those brands first entrance to the cities of 100–250 thou. people population range.

According to Eduard Tishko, CEO and Managing Partner of LCM Consulting: «the LPP clothing company is a unique representative of its kind of format. It successfully operates five independent brands. Three of those will make a debut in SEC FJORD PLAZA, Pskov. We do think it is a great common success of all parties involved, which is why we will continue forming a strong conceptual tenant mix of this project and bringing more brands, which are new to the complex itself and Pskov».

SEC FJORD PLAZA

SEC FJORD PLAZA (GBA – 43 917.6 m², GLA – 29 655.3 m²) is a modern conceptual fashion shopping and unique entertainment center of family format. The complex itself is located on so-called "evening" side of Rizhskiy prospect, in contemporary residential area of perspective city development.

FJORD PLAZA will gather more than 100 stores, exclusively designed recreation zones, 7-hall cinema, family entertainment center and a food court of 7 individual concepts.

The complex itself is to become a brand new shopping and entertainment center of family format as well as a key spot of cultural and social life of Pskov. Launching date is August 2019.

Project developer - CG «EGLE». Architecture concept designed by English architecture bureau DYER. Exclusive consultant and brokerage carried out by LCM Consulting.

<http://fjord-plaza.ru/>

About LPP

LPP is a Polish enterprise, one of the most fast-paced developing clothing industry companies in the world. LPP currently owns and operates five brands: Reserved, Cropp, House, Mohito and Sinsay – each of them directed to a different group of clients representing different lifestyles. In 2018, the company sold more than 210 million of product units gaining a revenue of more than 8 bln zlotys with 50% generated by export activities. LPP also dynamically develops Internet sales, of that in 2018 an income reached 712m zlotys.

LPP is highly successful at operating in Poland and abroad. The company's network includes more than 1700 stores in 24 countries of the world: Eastern and Central Europe, Balkan region and the Middle East. In 2014 LPP started its expansion also to the Western Europe opening first stores in Germany. In 2017 Reserved – a flagship LPP brand – made its debut on prestigious Oxford St. in London.

LCM CONSULTING

LCM Consulting – Russian consulting company, offering diverse commercial real estate services in capital and regional markets. LCM Consulting portfolio is currently counting up to 1.5 million m² of commercial real estate. With existing geographic localization in 25 regions of Russia, it is constantly expanding. Company's specialization incorporates commercial real estate within Russian regions.

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