



The ICSC awards Beaugrenelle once more, this time at the international level

Paris, May 24, 2016 – Already awarded “Best European Shopping Centre”, Beaugrenelle Paris has once again been honoured by the ICSC (International Council of Shopping Centres) on May 22nd, at the VIVA Awards in Las Vegas. This new prize crowns a unique concept, the 21st-century department store, and constantly progressing performance.

In Las Vegas, Beaugrenelle Paris received the Honoree prize in the category of Design/Development. The Viva Awards, handed out by the ICSC (International Council of Shopping Centres), commemorate the most iconic achievements in the realm of global commercial real estate. This prize joins the long list of prestigious honours Beaugrenelle has won: the CNCC’s “Award of excellence”, the Mapiic Awards’ “Special Jury Prize”, The French Institute of Design’s “Janus du commerce”, the American Urban Land Institute’s “Global Award for Excellence” and of course, the prize for “Best European Shopping Centre”, awarded by the ICSC in 2015.

Since its opening in October 2013, Beaugrenelle, the must-see shopping destination in Paris, has welcomed 32 million visitors*: Parisians, locals from the Île-de-France region and tourists, all looking for a nice time in the capital. The high proportion of tourists (20% of its customers), Beaugrenelle’s location near the Eiffel Tower and the diversity of its offer (shopping, restaurants, leisure) have allowed the site to be classified as a Zone Touristique Internationale (*International Touristic Zone*) and to keep its doors open on Sundays since last October 18th. Success has followed: Sundays have since then been the 2nd most frequented day after Saturdays (18% of weekly flow) and as of today for 2016, Beaugrenelle’s attendance numbers have increased by +9% and its turnover increased by +13%.

*(numbers from the end of April 2016).

About APSYS: For 20 years, Apsys has designed, created and managed spaces that inspire emotional connections, in both France and Poland. The ambition of Apsys and its 340 employees is to breathe life into cities and communities! This objective has been fully achieved by the iconic Beaugrenelle and Manufaktura, both winners of the ICSC European Shopping Centre Award. Apsys manages a portfolio of 28 shopping centres and 8 pilot projects under development, including Vill’Up (Paris) and Posnania (Poznan / Poland) which will open in autumn 2016. For more information, please visit our website: www.apsysgroup.com

About Beaugrenelle Paris: With its unique concept of a 21st-century department store, Beaugrenelle has established itself as the must-see address for shopping in Paris: for Parisians, locals from the Île-de-France region and tourists. Facing the Seine and just steps from the Eiffel Tower, Beaugrenelle houses, over 50,000 sqm in total, a collection of 120 exceptional brands and retail chains in the realms of Fashion, Beauty, Decoration, Leisure and Cuisine... Including a large Marks & Spencer store measuring 4,600 sqm and a Pathé cinema with 10 high-definition screens, designed by Ora-ito. Its bold architecture, a transparent jewellery box of light, was designed by Valode & Pistre.

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Press contact:

Hoda Roche

hodarochecommunication@hodaroches.com

+33 1 56 92 19 16