



## Apsys unveils a wealth of news at Mapic

Please come and see us **on 13, 14 & 15 November 2019**

Palais des Festivals de Cannes  
Booth: P-1. G50/P-1. H51

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**Paris, 5 November 2019 - Once again this year, MAPIC 2019 will be the occasion on which Apsys unveils a wealth of news, with several operations supporting the group's strategy and honouring two of the show's themes this year, in particular, the customer experience and the retail mix.**

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### FOCUS ON THE GROUP'S NEWS



#### **Opening of the Galeries Lafayette department store at Beaugrenelle Paris**

Les Galeries Lafayette arrives at Beaugrenelle! Within the scope of a strategy to reinvent its French network, the brand has chosen Beaugrenelle to set up a new concept: the modern, fun and experiential department store. Over 6,000 sqm, Galeries Lafayette Beaugrenelle will offer an expansive range of the latest fashion and beauty products to complement what is already on offer at Beaugrenelle (particularly in the area of accessories - leather and footwear, and men's and children's ready-to-wear fashion). To accommodate this prestigious store, the Panoramic de Beaugrenelle block has had a facelift: a magnificent glass roof. The architects Valode & Pistre have extended the kaleidoscopic pattern of the glass roof over two floors. An unmissable, stylish, premium shopping address in Paris, Beaugrenelle welcomes a mix of exceptional brands in the worlds of fashion, beauty, home, leisure and flavours, as well as a constantly-changing cast of pop-up stores (a "The Collection By" concept, dedicated to the ephemeral hosting of new and more established brands). Within the context of its brand-rotation strategy, Beaugrenelle continuously improves its merchandising mix. The following brands have joined our flagship location: Côme, Rituals, Etam, My Jolie Candle, the new, spectacular concepts by Nike and Tommy Hilfiger and, soon, Marie Sixtine, Sessün and Maison Plisson.

### FOCUS ON PROJECTS TO DISCOVER AT MAPIC



#### **Bordeaux Saint-Jean, the creation of an urban ideal (33)**

In a city famed for the art of living, Bordeaux Saint-Jean aims to create a new urban ideal close to the station: an inclusive, lively and virtuous quarter that brings together different functions, anticipates new uses and develops numerous spaces for living and sharing. Designed by Maison Édouard François, the project's architecture - both contemporary and respectful of Bordeaux's soul - makes a powerful and prolific gesture: the creation of a pedestrian thoroughfare that links the station to the Garonne river and extends the experience of the docks. A real oasis of freshness, Bordeaux Saint-Jean reintroduces nature to the city thanks to a meridian in open ground and the presence of plants and water. A place for gathering and exchanging, with its alleyways and squares where it's a joy to be, Bordeaux Saint-Jean will be the precursor of the city and lifestyles of tomorrow. Key figures: 70,000 sqm (45,000 sqm of shops and leisure facilities, 25,000 sqm of housing, offices and hotels). Provisional opening 2023



### **Steel, the “Active shopping resort” in Saint-Etienne (42) / **OPENING SPRING 2020****

Within the framework of a major project to redevelop the main entrance to the city of Saint-Etienne (led by Epase), Steel will be a leading city-entrance concept on an urban, commercial and experiential scale. Steel enjoys emblematic architecture and design (by SUD Architectes, Atelier Rivat and Studio Briand & Berthereau), which includes a spectacular spaceframe roof inspired by local identity markers. Steel will offer a merchandising mix structured around powerful brands in home/DIY, sport and leisure, family equipment, restaurants as well as a generous customer experience with 5,000 sqm of indoor activities and 37,000 sqm of green space. Steel is part of an exacting approach to sustainable development; soft mobility and biodiversity, in particular, will be promoted there. Key figures: 70,000 sqm - 70 shops and restaurants Provisional opening: spring 2020



### **Neyrpic, an energising experience in Saint-Martin d'Hères (38)**

Neyrpic will be a hybrid, experiential and energising location where shops, leisure, sports and nature will be intrinsically linked. For this redevelopment of a jewel of local industrial heritage, the architect, Maison Édouard François, has designed architecture that is both creative and respectful of the location's history. The project will be structured around an outdoor esplanade which will host leisure facilities and play areas, terraces and events. Neyrpic will offer generous public spaces, a creative programme (brands new to the city, leisure facilities and restaurants, local shops, concepts led by local businesses, a co-working space, creative spaces, a community room etc.), many services and happenings! Neyrpic will be exemplary when it comes to sustainable development (solar panels on the roof, natural cooling systems thanks to the historic saw-tooth roof, reused rainwater etc.)... Key figures: 49,950 sqm (floor surface) - 115 retail outlets and restaurants. Provisional opening: 2022

- Visuals on demand -

#### **About Apsys:**

Passionate about the city and shopping, Apsys designs, builds, manages and enhances iconic centres of commerce and mixed-use projects that make the city vibe! A property developer present in France and Poland since 1996, Apsys manages a portfolio of 34 assets (valued at €4.4 billion), owns 22 of these (including Beaugrenelle, Manufaktura, Posnania and Muse, all winners of the ICSC European Shopping Centre Award) and is leading six projects under development, including Bordeaux Saint-Jean, a high-end urban operation, Neyrpic, the creation of an experiential living quarter opposite the Grenoble Campus, and 10 Solférino, a project to redevelop the historic socialist-party headquarters. At the end of June 2019, Apsys held €2 billion of assets. [www.apsysgroup.com](http://www.apsysgroup.com)

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