

Czech Republic / Development

Galleria Moda exploits Italian appeal

Work is progressing apace on B.Consulting's innovative retail project in Prague, where the Italian developer is set to open the first Outlet Shopping Mall of its kind near the city's airport. Galleria Moda, with its 150 shops hosting the most important Italian and international fashion brands, will be officially inaugurated on September 9 2008, before flinging its doors wide to the public on September 10. Enjoying a totally covered surface area of more than 31,000 sq m, the building will include an elegant foodcourt offering Italian and international food, a baby park and a covered garage with 2,000 parking spaces. A hotel with more than 300 rooms and an entertainment park will be built nearby Galleria Moda in order to ensure a continuous and high visitors flow.

The project's potential catchment area of more than 6 million people, in addition to the flow of tourists using the airport, seem set to ensure its success. Research suggests that around 1,125,000 people will be able to reach the Outlet in 30 minutes by car, the same number in 30-50 minutes and more than 4,000,000 in an hour and a half. It's position near Prague International Airport and the Praha-Chomutov motorway, just 15km from downtown Prague, will also be boosted by dedicated shuttles from the city centre. B.Consulting's CEO **Claudio Zaniboni** confirmed that retailer interest has been strong, as the consumer explosion in the Czech Republic continues to attract international brands to the best thought-out projects. "Less than a year before our official opening, we've already let over 50% of the space," he explains. The walkways of Galleria Moda will echo the main streets of Italian cities: from Piazza Capri and Piazza Portofino, located on the upper floor, to areas recalling the best that Rome and Milan has to offer, in the shape of Via Condotti and Via Montenapoleone, among others. It seems like Made in Italy is poised to conquer Prague, even if walkways called Parizska Street and Old Town Square remain a tribute to the Czech capital.