

Deichmann enriches the shopping offer of Galeria Chetm

The shopping offer of Galeria Chetm, the Acteeum and Equilis joint venture - has further enriched with the new tenant. Deichmann chain will open its new store of an area of 470 sqm, where it will offer customers a wide range of footwear for every occasion.



A new tenant, the footwear market leader Deichmann chain, has just joined Galeria Chetm. Bringing its wide range of footwear, it will perfectly match the comprehensive shopping offer of the first shopping center in Chetm.

« We are extremely pleased with the presence of the Deichmann brand in Galeria Chetm. The addition of the Deichmann brand to our Chetm project not only perfectly fits into the diverse and comprehensive offer of that first shopping center in the city, but also confirms the importance of the local market for the footwear leader. What's more, the finalization of the lease agreement has allowed Galeria Chetm to almost finalize the completion of the tenants' portfolio, thus exceeding the 90% level of commercialization » explains Mariusz Kowalczyk, Leasing Director, Acteeum Central Europe.

In addition to traditional brands such as Graceland, Gallus and Medicus, Deichmann stores will offer their customers high quality elegant shoes of 5th Avenue and Catwalk brands. Comfortable Elefanten shoes will suite the children needs. Sports fans will primarily choose Victory footwear, as well as Adidas, Nike or Fila.

« We are looking forward to the upcoming opening. Our strategy of dynamic and successive expansion is consistently implemented, thanks to which we are present in all key shopping centers in Poland. Therefore, it is no different this time » says Marcin Detko Senior Expansion Manager, Deichmann. « We believe that the excellent location and our wide offer will be greatly interesting for the customers of Galeria Chetm » adds M. Detko.

Deichmann

Deichmann is a leading brand on German and European footwear market. It offers a wide range of shoes for every age group, not only ensuring an excellent price-quality ratio, but also remaining in the latest trends of the season.

The over 20-year history of the brand in Poland is marked with a dynamic development of the chain, as well as changes in the enterprise itself, which has bravely faced footwear competition from the beginning of its activity. High development dynamics, modern solutions and successive filling of market niches are the results of pioneering activities in the industry, which the leader of footwear trade has been characterized for years.

About Galeria Chetm

Galeria Chetm on the area of 17.5 thousand sqm. will offer 55 commercial premises and over 550 parking spaces. The plot on which the new shopping center will be located at the junction of Lubelska and Rejowiecka streets (also constituting the Chetm beltway), in the major transportation hub of the city. The Galeria Chetm's catchment area covers nearly 300,000 residents as well as the cross-border traffic with Ukraine and Belarus.

Among the tenants that will open their stores in Galeria Chetm are already such known brands as Lidl, CCC, SMYK, Rossmann, RTV Euro AGD, Martes Sport, Reserved, Sinsay, House, Cropp, home&you, DIVERSE, Pepco, Swiss, KiK, 4F, Ziaja, Esotique, Vision Express, Play, Orange, Komes money desk, Olimp and Deli Pizza restaurants or Księgarnie Świat Książki. The commercialization level had already, over half a year before the grand opening, exceeded 90%.

Galeria Chetm opening is planned for the first quarter of 2020.

About Equilis

Equilis was founded in 2006 by Carl Mestdagh as a commercial real estate developer active in the Belgian market. Today, it develops and supports ambitious projects across a broad spectrum, from commercial and residential real estate, to offices, the rehabilitation of brownfields, residences for senior people or students, leisure sites, car parks, cultural and public spaces, ... In total, Equilis has built 250.000 m² and 757 housing units and is currently developing another 230.000 m² and 2.832 housing units.

Equilis covers all aspects and trades and has diversified its activities and enlarged its portfolio to cover the European market. Equilis has offices in Belgium, France, Spain, the Netherlands, Portugal and Poland. New other countries will follow from 2019.

Further information about Equilis and its projects on www.equilis.net

About Acteeum

Acteeum Group is a privately owned international company operating on the commercial and residential real estate market in Poland, undertaking the entire development process, starting from selecting suitable plots for development through the stage of design, construction, commercialization, management and sale of facilities.

The Acteeum approach to projects is based on extensive experience and knowledge of the polish market and the development process. The company is a business partner of large institutional companies, including CBRE Global Investors, Immofinanz, NepiRockcastle, Equilis as well as private investors. Acteeum focuses on the development of large scale retail facilities and residential projects.

Acteeum manages a land portfolio and negotiates the purchase of further plots for the construction of shopping centers, retail parks, residential developments as well as mixed schemes.

Further information about Acteeum and its projects on www.acteeum.pl

Press Contact Persons

Bernard Bialorucki
ART MEDIA FACTORY
bernard@artmediafactory.pl | Tel.: +48 609 458 521

Muriel Hubert
EQUILIS EUROPE
Management Marketing and Communications
muriel.hubert@equilis.net | T. +32 (0) 71 91 95 92 | M. +32 (0) 498 906 903
Avenue J. Mermoz 1, Bte 4, Batiment H | B-6041 Gosselies

