

Finestrelles Shopping Centre opened its doors to Europe's largest AliExpress store

The online global shopping platform, AliExpress, after the success achieved with the opening of its first physical shop in Madrid, now bets on Catalonia and **Finestrelles Shopping Centre** as a reference for the opening of its new store **AliExpress Plaza**, making it the largest in Europe.



AliExpress, a modern and stylish store of almost 1,000 m²

Almost 1,000 m² with more than 1,500 references and 80 brands distributed across the store where labels of international prestige are mixed with other Asian brands seeking to enter the Spanish market. Finestrelles Shopping Centre, owned by European developer Equilis, welcomed more than 150,000 visitors during the recent Black Friday campaign (Friday, Saturday and Sunday), which also coincided with the weekend of the shopping centre's first anniversary. Specifically, last Friday, Finestrelles Shopping Centre recorded a 180% increase in footfall compared to any other Friday of normal activity.

Finestrelles Shopping Centre, a reference in Barcelona

Opened 1 year ago, **Finestrelles Shopping Centre**, located in the municipality of Esplugues de Llobregat, has become the reference shopping center in the Baix Llobregat area and in the upper side of the Diagonal. The opening of AliExpress Plaza in the shopping center owned by the European developer confirms its transversal and multidisciplinary character, where a very varied commercial offer is concentrated, gathering in a single space more than 100 leading operators in food, fashion and accessories, technology, cosmetics, sports and restaurants, among other services.

Thanks to its engagement to open, urban, green and sustainable spaces, **Finestrelles Shopping Centre** has been **recognized** and supported by international certifications.

Finestrelles Shopping Centre - Key facts

- Opened at the end of 2018
- 103 retail units spread over a gross leasable area of 39,250 m²
- Excellent location: privileged area, between the two main entrances to Barcelona and the towns of the Baix Llobregat area
- Spacious car park with 1,250 spaces
- An architectural space conceived as an oasis of light and greenness within an urban environment
- A student's residence with 380 beds next to the site
- A sustainable reference - BREEAM "Very good" rating and AIS "5 stars" rating
- Creation of 1,150 direct jobs, boosting the local economy

Equilis brings added value to customers

Carl Mestdagh, Executive Chairman of Equilis Europe: *"We integrate new trends and new lifestyles in our developments. Customers today need other functionalities, they work and shop differently and their habits have changed. Aspects like mobility, sustainability, working and shopping spaces have been integrated into our building concepts."*

Olivier Beguin, CEO of Equilis Europe: *"We have been pioneers in developing shopping centers with high standards (Docks Bruxsel, Brussels: BREEAM certification, grade: Excellent | ICSC Award in 2018, cat. new development/large | ICSC's VIVA Award 2019, rewarding the best shopping center development in the world – Finestrelles SC, Barcelona: BREEAM certification, grade: Very good | AIS, '5 stars')."*

The role of the physical store is changing and more and more customers are omni-channels. Welcoming an e-commerce giant such as AliExpress will help us come closer to fulfilling today's customers' expectations."

ABOUT EQUILIS

We are Equilis and we build.

We build stories.

We create places where people build the stories of their lives.

Love stories, business stories.

Happy stories.

EQUILIS was established by Carl Mestdagh in 2006 as a commercial property developer in the Belgian market. Today the firm develops and completes demanding projects in a broad spectrum – from commercial and residential real estate to offices, brownfield recovery, senior citizen or student housing, recreational facilities, parking spaces, cultural and public spaces. Altogether EQUILIS has built 271,000 m² and 832 residential units. Currently a further 215,000 m² and 2,004 residential units are under development.

EQUILIS covers all aspects and works and has diversified its activities and expanded its portfolio in the European market. EQUILIS has offices in Belgium, France, Spain, the Netherlands, Portugal, and Poland and recently also in Germany. You will find more information about EQUILIS and its projects at www.equilis.net.

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