

## **Primark will open its doors in CITIPARK Ljubljana for the first time on June 13 this year**

On Thursday, June 13, Primark, one of Europe's leading fashion brands, will open a new store at CITYPARK in Ljubljana. This will be Primark's first fashion store in Slovenia and 372nd in the world.

In the new store – in the largest shopping center in Slovenia, CITYPARK – latest fashion trends will be available for women, men, and children. The design and layout of the store will be based on Primark's latest contemporary shop fit.

CITYPARK, which is constantly offering new brands and modern premises, has already opened several stores in April: Reserved, CCC Shoes & Bags, and Slowatch. Moreover, Deichmann and Zlatarna Celje shops were renovated. The mall that houses the strong new anchor tenant has been refurbished.

In October 2018 Humanic moved already to a new space in the new part of the building.

Approximately 20 million euros were invested in the refurbishment of the location.

### **About Primark**

**Primark** is an international retailer that offers the latest fashion, beauty and homeware at the best value on the high street; put simply, Amazing Fashion at Amazing Prices. First established in Dublin in 1969, we currently have 370 stores, with over 15 million square foot of selling space, across 11 countries: the Republic of Ireland, the UK, Spain, Portugal, Germany, the Netherlands, Belgium, Austria, France, the US and Italy. We employ over 75,000 people and in our last financial year (FY17/18) we opened 16 stores creating over 4,500 new jobs and received over 43,000 job applications for these stores.

People often ask how we can offer great products while keeping prices so low. It's because we run Primark a bit differently to other businesses. No big brand marketing campaigns. Only selling our products in-store – so no online shopping or delivery network. And always saving on the small stuff – like simple hangers and price tags to keep costs low. That means we can offer great prices while always taking care of the things that matter. For more information about our approach to running our business and meeting our social responsibilities, visit our website [here](#).

### **About SES Spar European Shopping Centers**

**SES** is a developer, builder, and operator of shopping centers in six countries. The company currently manages 29 shopping locations in Central, Southern, and Eastern Europe. The leasable area amounts to 790,000 square meters. SES is the market leader in Austria and Slovenia for large-scale shopping centers. SES currently operates four shopping centers in Slovenia. The fifth and most modern shopping center named ALEJA is at present under construction and will open in spring 2020. In 2018, tenants at SES locations generated gross sales of 2.76 billion euros. SES also offers its know-how in the areas of project development, construction management, leasing of shop space, as well as center and facility management to external owners of shopping malls right from the outset. SES centers have already received several national and international awards for architecture and design, sustainability, traffic flow concepts, and innovative marketing. SES is part of the SPAR Austria Group.

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