



An exclusive journey into the world of luxury. An experience that goes beyond the usual concept of shopping, towards a dimension where the value of time takes on a unique meaning.

The Mall Luxury Outlets is a renowned Italian company specialized in offering exclusive luxury shopping experiences, thanks also to a selection of the top international fashion brands. The lush, green hills of the Tuscan countryside provide a picturesque setting for **The Mall Firenze**, while the flowered Ligurian hills, are the backdrop for **The Mall Sanremo**, opened in June 2019.

A unique, innovative concept based on the needs of its visitors, who have the chance to escape the hustle and bustle of everyday life and discover the charm of the seductive Tuscan countryside or the Flowers Riviera.

The Mall Firenze and **The Mall Sanremo**: an unforgettable trip immersed in the natural beauty of Italy.

HISTORY

The Mall Luxury Outlets opened **The Mall Firenze** in 2001: it was not just the first luxury outlet offering the most famous international high fashion brands in one place, but a place where everyone became the master of their own time.

The Mall Firenze, famous throughout the world, continues to improve the brands offer that has reached the highest level of quality with its unique selection of the most important fashion houses including Alexander McQueen, Bottega Veneta, Chloé, Fendi, Gucci, Loro Piana, Saint Laurent, and many others. The quality of the shopping is not the only service available; visitors are also invited to discover the excellent local foods and drinks. The Mall Firenze offers an unforgettable culinary opportunity that turns shopping into an exclusive experience; ToscaNino, with three different location - a restaurant and shop, a bistro, and an academy - is the proposal of the mall Firenze for a culinary journey.

The Mall Sanremo offers a brand new shopping experience in the heart of Liguria's spellbinding natural heritage, just a few kilometres from the French Riviera. It retains the elegant look and allure of The Mall Firenze and offers a service designed specially to meet the tastes and needs of its clientele, allowing them to find all the top brands in one place: Balenciaga, Dolce&Gabbana, Giorgio Armani, Gucci, Ermenegildo Zegna, Loro Piana, MSGM, Versace and many more.

THE VISION

The Mall Firenze and **The Mall Sanremo** host the world's finest clothing, accessories, fragrance and footwear brands. Two special, unique locations that attract visitors from all over the world every day of the week, offering them the opportunity to embark on an unforgettable journey into the beauty and luxury of Italian shopping at excellent prices, and without compromising on quality.

To Guests is given the utmost attention also by offering numerous tailor-made services to make the Shopping Experience special and unique.

To reach The Mall Firenze and The Mall Sanremo in comfort way, they are many available connections: from personalized buses to private transfers. On arrival, the Welcome Lounge teams are ready to welcome customers and accompany them on their visit, making it exclusive in everything, from the information related to the location, to the current promotions, till a personalized plan to discover the



THE | MALL™

LUXURY OUTLETS

surrounding area. For a tailored shopping experience, teams of Personal Shopping Assistants are available to advise and guide in the choice of outfits to create a new and a personalized look, they help you improve, refine or renew your image to create a unique style without forgoing your own personal taste. To purchase with the maximum comfort, all visitors can benefit of the Hands-free Shopping. Finally, the lounge dedicated to Tax Free services, allows visitors from non-EU countries, to get an immediate refund on their purchases.

All spaces are carefully designed without architectural barriers, making the experience accessible to all visitors.

THE RETAIL EXPERIENCE

A wide range of brands and collections presented during the runway shows of the most important international fashion are featured at **The Mall Firenze** and **The Mall Sanremo**.

The brands of The Mall Firenze include: Alberta Ferretti, Alexander McQueen, Aquazzura, Balenciaga, Billionaire, Bottega Veneta, Burberry, Chloé, Coach, Corneliani, Dolce&Gabbana, Emilio Pucci, Emporio Armani, Ermanno Scervino, Ermenegildo Zegna, Etro, Fay, Fendi, GCDS, Giorgio Armani, Gianvito Rossi, Givenchy, Gucci, Hogan, Jimmy Choo, Loro Piana, Moschino, Philipp Plein, Roberto Cavalli, Roger Vivier, Saint Laurent, Salvatore Ferragamo, Sutor Mantellassi, Tod's, Tom Ford, Valentino and Versace.

The brands of The Mall Sanremo include: Alberta Ferretti, Alexander McQueen, Balenciaga, Burberry, Bottega Veneta, Dolce&Gabbana, Ermenegildo Zegna, Etro, Giorgio Armani, Gucci, Jimmy Choo, Karl Lagerfeld, Loro Piana, Moschino, MSGM, Poltrona Frau, Saint Laurent, Santoni, Versace and a luxury multi-brand store that sells products by Roberto Cavalli, John Richmond, Brioni, Corneliani and Ermanno by Ermanno Scervino. The Kids's Around shop stocks collections for children: Chloe Kids, Givenchy Kids, Little Marc Jacobs, Karl Lagerfeld Kids, Boss Kidswear and Zadig & Voltaire Kids.

THE VISITORS

The Mall Firenze is an exclusive boutique shopping destination, sought after by visitors from all over the world who, thanks to the various services available - including those for buses and private cars - are able to enjoy a worry-free outing. A captivating, experience in the world of luxury that begins with the journey and accompanies visitors until they leave again, offering them the maximum in terms of comfort. Most customers are from China, Europe, Russia and the United States.

The Mall Sanremo, located in a strategic position in the heart of the Flowers Riviera a few kilometers from the French coast, connects important cities such as Genova, Turin and Milano as well as Monte Carlo, Nice, Cannes and other city of the French coast.

PARTNERSHIPS

The Mall Luxury Outlets is constantly working to increase and improve its already numerous collaborations with hotels, airlines, tour operators and payment systems in order to offer the best advantages to international customers. The Mall Luxury Outlets has established a partnership with the



THE | MALL™

LUXURY OUTLETS

online payment system Alipay, available in selected shops, in addition to close partnerships with the most important international tour operators such as: Ctrip. Since 2017, The Mall Luxury Outlets has been collaborating with the ultra-exclusive Virtuoso network; a network of the best luxury travel agencies boasting a portfolio of about 1,700 partners including top hotels, cruise companies, tour operators and many others. Thanks to this partnership all Virtuoso members can benefit from exclusive services.

The Mall Firenze, Via Europa, 8, 50066 Leccio FI
Opening hours: Monday – Sunday from 10.00 am to 7.00 pm
*June, July, August 9.30 am – 7.30 pm

The Mall Sanremo, Via Armea 43, 18038, Sanremo, IM
Opening hours: Monday – Sunday from 10.00 am to 7.00 pm
*April to October from 10.00 am to 8.00 pm

www.themallluxuryoutlets.com

Instagram: [@themalloutlets](https://www.instagram.com/themalloutlets)

Facebook: [@TheMallLuxuryOutletsSanremo](https://www.facebook.com/TheMallLuxuryOutletsSanremo) [@TheMallLuxuryOutletsFirenze](https://www.facebook.com/TheMallLuxuryOutletsFirenze)

Weibo: [@TheMallOutlets](https://www.weibo.com/TheMallOutlets)

WeChat:

