

## Douglas Perfumeries come to three shopping centres managed by Master Management Group

**Master Management Group is to bring the Douglas perfumery into three popular malls from its Polish portfolio. The openings are planned for the autumn of this year. These will be the first Douglas perfumeries in Kutno, Elk and Oświęcim. The contract signed by Master Management Group and Douglas covers a combined retail area of 515 m<sup>2</sup>.**

The largest store with an area of 200 m<sup>2</sup> will come to the shoppers in Brama Mazur in Elk. This popular retail centre includes a range of stores from almost every segment as well as a cinema and a fitness club. The second largest with an area of 165 m<sup>2</sup> is to open in Galeria Niwa in Oświęcim. This is also the only shopping centre in the city with a wide range of stores, service points, a supermarket and a four-screen cinema. In Galeria Różana in Kutno, which is the leading shopping destination in the region, the Douglas perfumery is to operate over an area of almost 150 m<sup>2</sup>.

*“Douglas is the leading perfumery in Poland and, with its range of goods, it is a superb addition to the tenant mix of each location where we are to start working together. These are all fully commercialised centres with very strong sales results and a large shopper following. I am convinced that our work with Douglas in Elk, Oświęcim and Kutno will bring business benefits to both parties and will meaningfully enrich the current shopping experience of local residents,”* says Anna Polak, the Head of Leasing at MMG.

In each of the three cities, the Douglas perfumeries are to feature the brand’s latest sales concepts and layouts, which it has used in other locations in Poland. The interiors will feature a subdued colour scheme combined with multimedia devices to promote its goods.

*“These are cities with a lot of retail potential and the shopping centres themselves are modern and both professionally and efficiently managed. This is why we took the decision to open perfumeries in these locations,”* says Magdalena Przybysz, the Expansion and Investment Director at Douglas.

As the Douglas representative assures, the perfumeries in Elk, Kutno and Oświęcim will offer customers a carefully selected range designed to meet the needs of local shoppers. This will include not only luxury brands from almost every category currently on sale but also the latest products for those who are interested in the latest global trends.

The Douglas perfumeries are to open this year in the autumn. Currently, the fit-out work is underway.

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**Master Management Group (MMG)**

Master Management Group (MMG) is an investor, developer, leasing agent and manager of retail and office properties located throughout Poland. The company's portfolio includes small and medium-sized centres that dominate their areas as well as retail parks with a total combined retail area of over 135 000 m<sup>2</sup>. The company has 18 years' experience in the market and a team of experienced experts in retail real estate. Over the history of its operations, MMG has leased and constructed over 500,000 m<sup>2</sup> of retail and service space.

For more information about the company visit: [www.mmgm.pl](http://www.mmgm.pl)

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