

## **Medicine enters the Brama Mazur Shopping Mall**

**Fashionable prints, interesting designs and collections created by talented artists is a new proposal for fans of fashion trends in the Elk shopping mall. Limited series of the Polish clothing brand Medicine Everyday Therapy, from July you can also discover in the Brama Mazur.**

Medicine store with an area of 320 m<sup>2</sup> is located on the first floor of the Brama Mazur and operates in the form of franchise. The character of the shop is emphasized by, among others, elements of interior design in an inspiring vintage style. The brand's original collections are dedicated to customers who do not like routine and are looking for diversity in expressing their style on a daily basis and at work.

*„Medicine is constantly opening up to new customers, searching for the best locations on the map of Poland for new stores. We are glad that from now on our brand will also mark its presence in Elk. Medicine is not only a name or a logo - when choosing this name, we have chosen our main goal, our mission. We would like our collection, our service and the atmosphere of the shop to be a panacea for the soul of our customers. To make our customers forget about everyday worries when they come to us, and to make them feel special when they put on our original clothes. - said Krzysztof Bajolek, President of Brandbq Ltd. and creator of the Medicine brand.*

*„While building the offer of each of our shopping malls, we try to engage local entrepreneurs in cooperation, which is why we are looking forward to working with a recognizable Polish brand, which will be developed in the Brama Mazur by a franchise from Olsztyn. Medicine complements the rich fashion offer of Brama Mazur and fits perfectly into the development strategy of our mall. Interesting design and limited Medicine series created by Polish artists will certainly find their enthusiasts in Elk. - said Marzena Pijarczyk, Senior Leasing Manager at Master Management Group.*

Medicine was set up in August 2013. The brand often invites for cooperation well-known Polish artists who design unique and limited collections. Clothes are designed for all those, who have their own style and who can blend in global trends but remain original. The consumer insight matches people who are open to new, looking for comfortable, casual, urban clothes that can be worn both to work and in free time. Medicine's target consumer group also likes aesthetic things with good quality, no matter the age and occupation. The determinant is how they use fashion trends in creating their own style. What makes this brand different from others is a very interesting design and limited series created by young talented artists.

**Brama Mazur in Elk** with a total retail area of 17,000 sq. m and parking for 500 vehicles, is one of the regions' most popular shopping destinations and the only one in Elk. The largest stores include EURO RTV AGD, an electronics and white goods retailer, LPP brands: CROPP, HOUSE, MOHITO, RESERVED and Sinsay. Other popular Polish and international brands in Brama Mazur include H&M, 4F, CARRY, CCC, JYSK and others. The center also offers ample leisure and entertainment opportunities including a four screen Planet Cinema, the first in the region, a Calypso Fitness Club, as well as restaurants and coffee shops.

**Master Management Group (MMG)** is an investor, developer, leasing agent and asset manager of retail and office property located throughout Poland. MMG has over 12 years of experience in the market and a team of experts who have worked for international development, consulting and property management companies, as well as investment funds. As a result, MMG successfully implements independent projects and cooperates with leading developers and investors. In the past, MMG has collaborated with Marcol Group, Europa Capital and as a joint venture partner with Blackstone. Currently, MMG manages 100 000 sq m of retail space including: Brama Mazur in Elk, Galeria Niwa in Oświęcim and centers in: Poznań, Szczecin, Lubin, Kutno, Ciechanów, Piekary Śląskie and Józefosław (MMG Centers). MMG is also an investor and developer of commercial space in a multifunctional office and retail complex, located at Piotrkowska 155 Street in the new Public Transport Hub in Łódź city center, and an investor and developer in three shopping centers in Kołobrzeg, Legionowo and Zawiercie. For more information on the company visit: [www.mmgm.pl](http://www.mmgm.pl)

For further information, please contact:

Master Management Group

Karolina Żelazek - Majcher

PR & Marketing Manager

[k.zelazek@mmgm.pl](mailto:k.zelazek@mmgm.pl)

phone: +48 667 601 306