

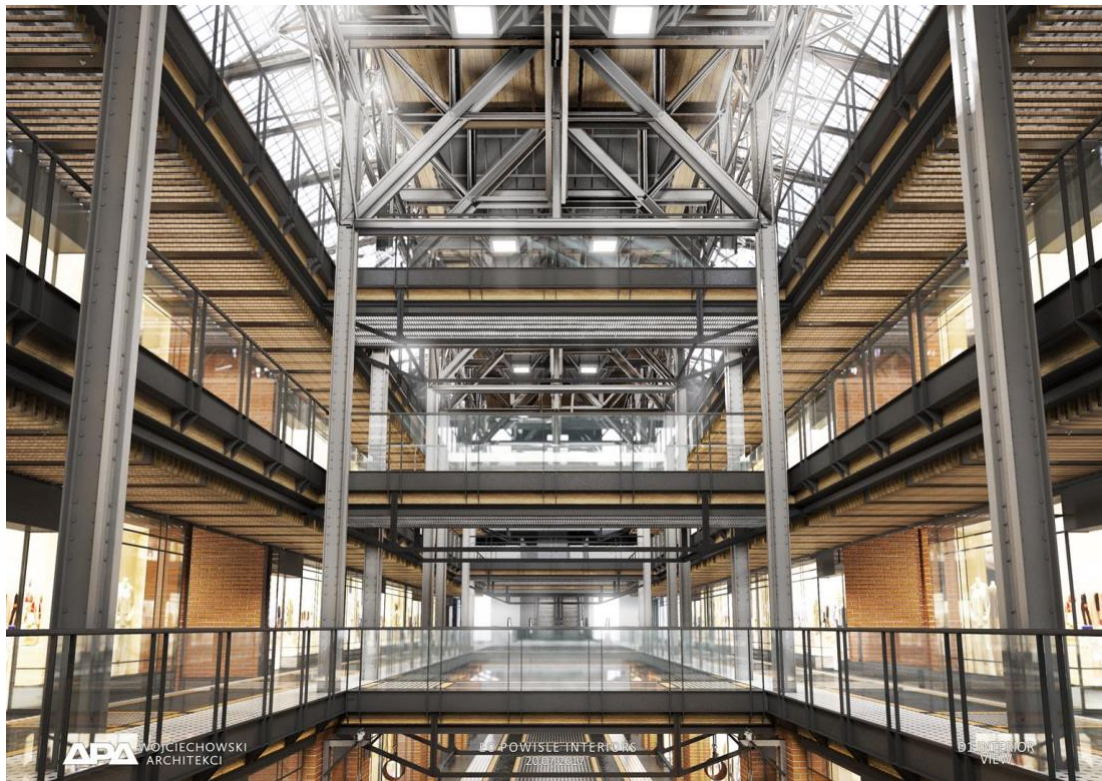
# ELEKTROWNIA

POWIŚLE

Warsaw, January 11, 2019

## Mixed-use projects attract unique brands: Marc O'Polo Denim will open its first store in Poland at Elektrownia Powiśle

For the last few years there is a trend in the real estate market to transform existing buildings, old factories or production halls, into mixed-use developments. These projects create a unique urban space, bringing together several functions like retail, entertainment, food & beverage, as well as office and residential. Elektrownia Powiśle is undoubtedly such a project, which will be opened in Warsaw this year. The best proof of uniqueness and diversity of this project are brands that have decided to open their stores in the post-industrial interiors of Elektrownia. One of them is Marc O'Polo Denim, until this year available only online, which will open its first store in Poland in Elektrownia Powiśle.



Mixed-use projects are popular developments nowadays, not only because of their location on the city's map, more importantly they are the answer to changing expectations of modern generations, as well as to new trends on the market like technology or ecology. Today, customers know precisely what they want, what they need and as a result of this – how and where they want to spend their time.

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Customers look for places that will allow them to collect new experiences - open and inspiring locations like Elektrownia Powiśle. Next to the recently renewed and vibrant Vistula boulevards, Elektrownia's customers will find classic format shops of well-known brands, as well as pop-up and concept stores some of which are new to the Polish market. Customers will be able to taste exceptional dishes from wide Food Hall offer, try beauty and wellness treatments in the Beauty Hall and experience unforgettable moments during events organized at Elektrownia.

In this unique place, Marc O'Polo Denim will open its first store in Poland. Marc O'Polo Denim offers casual clothing lines for men and women, which are well-known for their timeless design and excellent quality. Classic outfits and soft toned colors make everyone feel comfortable in collections offered by Marc O'Polo Denim.

**Dariusz Domański, Associate Partner, Development and Leasing Director, White Star Real Estate** comments: "Until now, Marc O'Polo Denim products were available in Poland only online, but this year the brand will open its first store in Elektrownia Powiśle. It will be a unique concept, which will not only enrich the tenant mix of the project, but will also allow our clients to buy products, that so far have been available for them to a limited extent. We are also very pleased that the fashion industry recognizes the role and attractiveness of mixed-use projects. This kind of multi-functional developments perfectly fits the needs and expectations of customers – both purchasing and social ones and brands like: Marc O'Polo Denim, COS, Elementy Wear and Warsaw Concept Store recognize the benefits coming from their presence in places like Elektrownia Powiśle".

Cushman & Wakefield and JLL are leasing agents for Elektrownia Powiśle.

### **Information about the investor (Tristan Capital Partners) and the developer (White Star Real Estate):**

**Tristan Capital Partners** is an employee-controlled investment management boutique specialising in real estate investment strategies across the UK and Continental Europe. Tristan's pan-European real estate funds include core-plus and value-added/opportunistic strategies with total assets under management of over €10 billion. Tristan is the portfolio manager for core-plus funds Curzon Capital Partners III, Curzon Capital Partners IV, Curzon Capital Partners 5 LL, and for the private equity funds European Property Investors, LP, European Property Investors Special Opportunities, LP, European Property Investors Special Opportunities 3, LP and European Property Investors Special Opportunities 4 LP and European Property Investors Special Opportunities 5 LP. Tristan's headquarters are in London and it has offices in Luxembourg, Milan, Paris, Stockholm, Frankfurt, Madrid and Warsaw.

**White Star Real Estate** is a well-known, international real estate company with a first-class track record. Its team has been active in Central and Eastern Europe since 1997, leading the completion of over 50 development projects throughout the region. These projects include a large portfolio of landmark office buildings, as well as warehouse, retail, leisure and residential properties. White Star Real Estate is also an experienced asset and property manager, providing services to its clients for over 1.6 million square metres of commercial properties. White Star Real Estate is part of White Star Group, a holding company established to provide real estate management services and to make real estate and private equity investments primarily in Central and Eastern Europe.

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