

Weekday enters Central Europe market – iconic fashion brand will open its first store at Elektrownia Powiśle

Weekday – one of H&M Group fashion brands, will open its first store in Central Europe at Elektrownia Powiśle. The new store will offer over 450 sqm. shopping spread out over three floors, where customers will find unique clothes and accessories, complemented by external brands such as Fila, Champion, Birkenstock and Vans.



Weekday is a Swedish denim and fashion brand influenced by youth culture and street style. Dedicated to encouraging self-confidence and self-expression, Weekday hopes to inspire customers through a dynamic combination of product, creativity and cultural understanding. Founded in 2002, Weekday currently ships to 19 online markets and has stores in 10 countries, offering a unique retail experience and a carefully curated mix of women's, men's and accessories assortments as well as a small selection of external brands.

In connection with brand expansion and the increasing potential of the Central Europe market, Weekday will open its first store in Warsaw at the revitalized Elektrownia Powiśle. In unique postindustrial interiors customers will find three floors of Weekday shopping, where they can buy original clothes and accessories, as well as be inspired by the look and feel minimalistic Scandinavia.

*– Elektrownia Powiśle is a unique project in all areas, including commercialization. We've got one-off opportunity to invite well-known and recognizable brands that are already present on Polish market or just think about expansion and entering Poland with their offer. This makes us even more happy that Weekday will open its first store in Poland and in this part of Europe at Elektrownia Powiśle. It proves that our project is interesting not only within the country, but also international brands see the potential in their expansion to Poland. Weekday offer will perfectly compliment the tenant mix of Elektrownia. Clothes and accessories that can be found in the store will attract attention of customers, who until now, were able to do purchases only in Weekday online store – adds **Dariusz Domański, Associate Partner, Development and Leasing Director, White Star Real Estate.***

Elektrownia Powiśle is a place where clients can find unique fashion brands, pop-up and concept stores that are not yet available on Polish market, restaurants serving the cuisine from all over the world and first Beauty Hall concept of its kind in Poland. Customers will also experience unforgettable emotions during multiple events organized in Elektrownia.

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Cushman & Wakefield, JLL and KLM 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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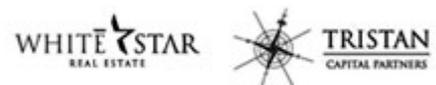
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