



**OUTLET**  
VILLAGE

— SOFIA —



OUTLET VILLAGE SOFIA

 **OPENING**

2025

 **OUTLET**  
VILLAGE

— SOFIA —



# THE REAL FASHION DEALS



OUTLET VILLAGE SOFIA



Outlet Village will be located at the northern entrance of Sofia, the capital city of Bulgaria. The project is part of Jumbo Plaza Retail Park, operating since 2011 and currently attracts more than 5,8 million people in footfall. This number is expected to increase to 8 million in the next 2 years.

With a total GLA of over 7,600 m<sup>2</sup>, Outlet Village will be a stylish development with a variety of world-renowned brands, including a promenade area, café, restaurants and leisure. A total of 50 shops are planned to open in 2025. Outlet Village will be aiming to provide a flawless shopping experience to its visitors with a perfect brand mix of world-class outlet stores.

The architectural approach towards building “Outlet Village” draws inspiration from 16th century France. To create a staple in the city’s silhouette we envisioned one clock tower and one gate that are not only used as waypoints that help the shoppers navigate the “Outlet Village”, but they also work as symbols by themselves.

In terms of both concept and execution, Outlet Village will be unlike any other shopping destination in the region.

The project is being developed and managed by Trinity Capital, a well-established commercial real estate and investment company.

- **7,600 m<sup>2</sup>, 50 shops**
- **The first outlet village in Sofia**
- **High visibility from the international roads nearby**
- **365 days a year 30% to 70% discount**

## OUTLET VILLAGE SOFIA

Jumbo Plaza Retail Park currently covers a total GLA of approx. **30,000 m<sup>2</sup>**. It is located precisely at the intersection of A1 and A2 motorways on Sofia's Ring Road. The park has been operating since 2011 and has excellent transportation accessibility.

Trinity Capital has already initiated the construction of an extension to the park, expected to be completed **by the end of 2024**. The extension is projected to accommodate over **17,000 m<sup>2</sup> Big Box retailers**.

The expected footfall after completion is **8 M people per annum**.



**17,000**  
m<sup>2</sup>

Big Box Retailers -  
discount stores,  
fashion, home décor,  
electronics



**10,000**  
m<sup>2</sup>

DIY store



**5,000**  
m<sup>2</sup>

Hypermarket



**2,500**  
m<sup>2</sup>

Food & Beverage  
zones

Service areas

Restaurants

Indoor and  
Outdoor  
entertainment



# The Ultimate Goal

To introduce a concept that covers the full spectrum of retail, leisure, services and entertainment.

Successfully establishing a shopping destination with **regional importance** and an all-day family experience.







# Strategic Location

Situated at the northern entrance of Sofia, Outlet Village is strategically placed to take advantage of the busiest roads in Bulgaria. It is in immediate proximity to the A1 and A2 motorways but also to the capital's city center. Likewise, it is a 10-minute drive from Sofia Airport, and it stands right at the junction with the city's Ring Road.



## **By car**

Entrances and exits to both directions to the two major roads: Highway and Sofia Ring Road.



## **By bus**

2 public transport bus lines scheduled every 15 min.



## **By Metro**

A new metro line is planned to open soon. The access from the station is 5 min. by shuttle.

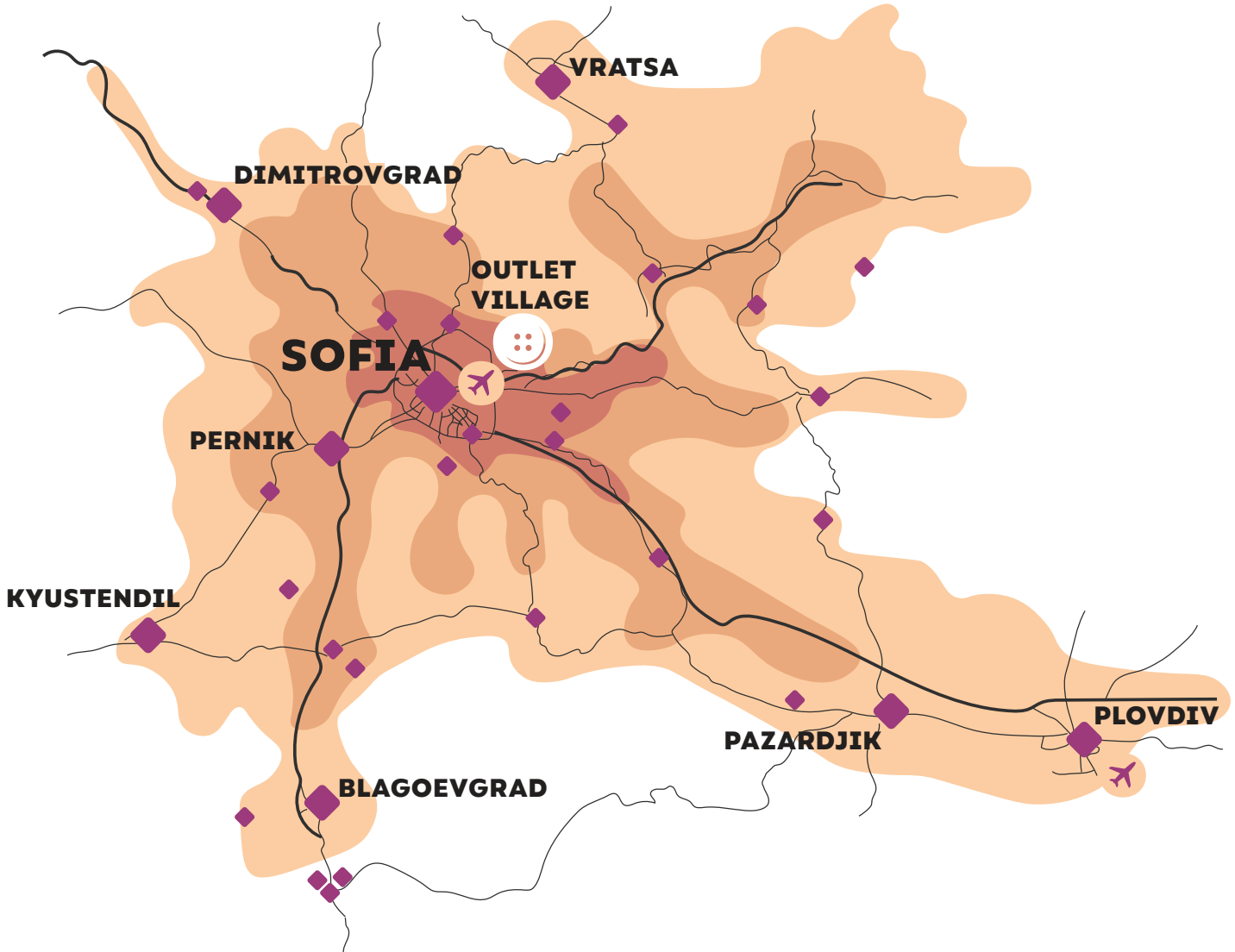


 **Capital cities**

 **Outlet Village**

 **Motorway**

## Catchment Area



Cities > 5 000 ppl



Motorway



Airport



Outlet Village



Primary road

Number of people  
in the catchment area\*

**30 minutes drive**

**1,289,760**

**60 minutes drive**

**1,553,740**

**90 minutes drive**

**2,417,835**

ecostra

\*Research conducted  
by Ecostra July 2023

pragmatica

\*\*Research conducted  
by Pragmatica 2022

## Drivetimes

Serbia Border	50	min
Greece Border	2	hours
Turkey Border	2.5	hours
Romania Border	3.3	hours

**10 min** from Sofia Airport

**14 min** from Business Park Sofia

**20 min** from Sofia City Center

**30 min** from any city location

More than

**61,000**

cars passing by per day

**1 M**

Tourists visit Sofia

**22,3 M**

Vehicles passing by per year\*\*



ATELIER  
SERAFIMOV  
ARCHITECTS

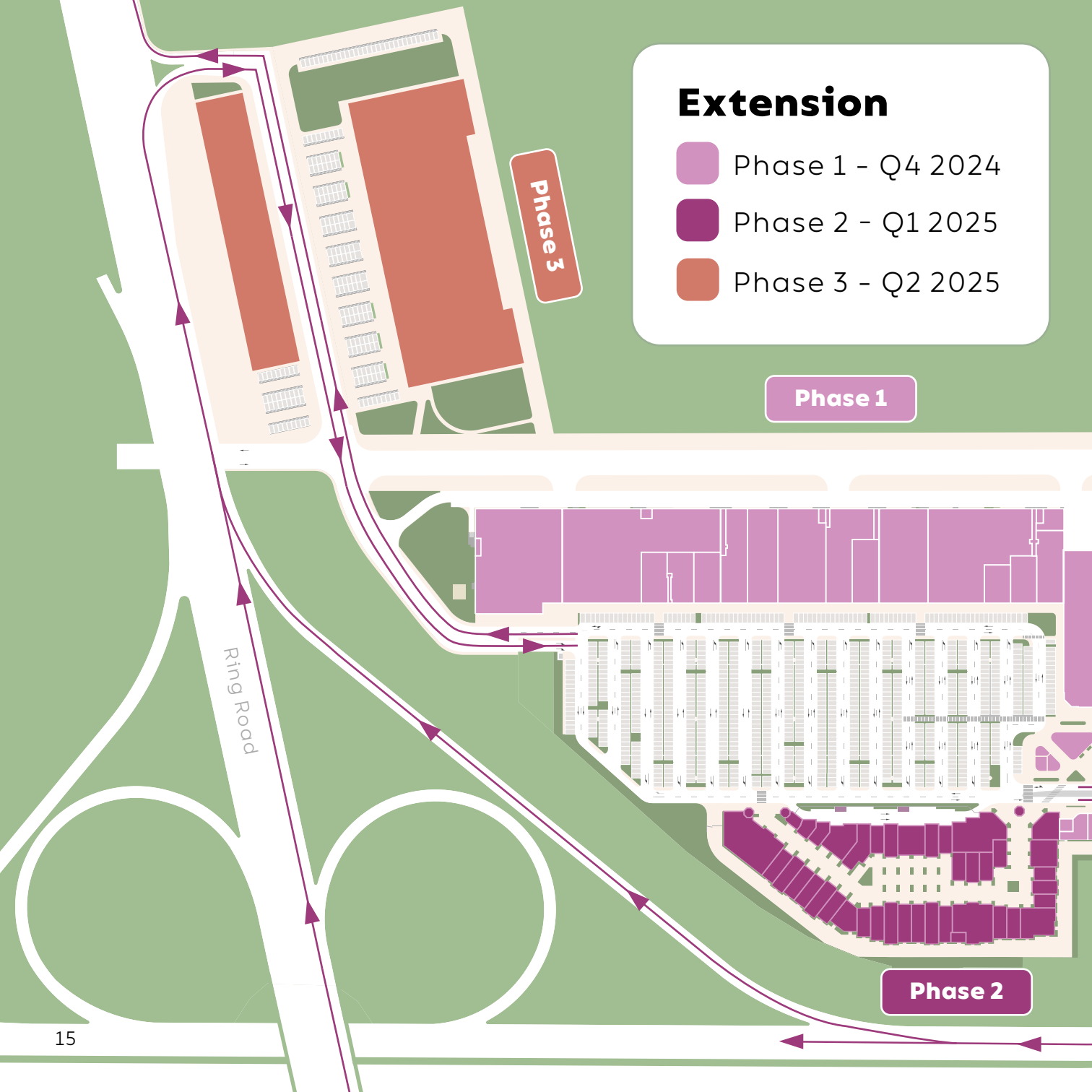
The distinct architectural project is developed by Atelier Serafimov Architects - Building of the Year award winner, operating on the market for over 30 years.





# Extension

- Phase 1 - Q4 2024
- Phase 2 - Q1 2025
- Phase 3 - Q2 2025



Phase 1

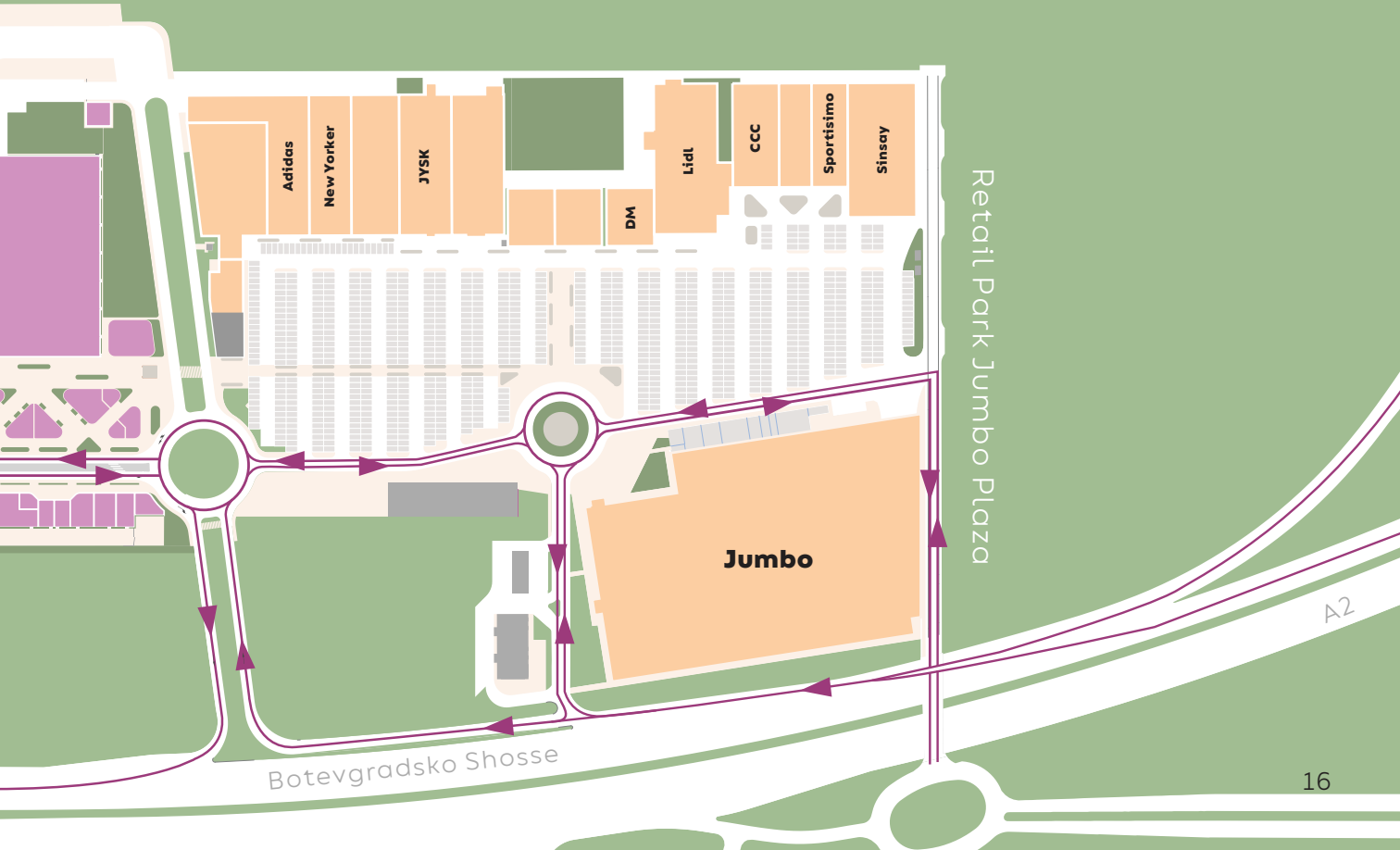
Phase 3

Phase 2

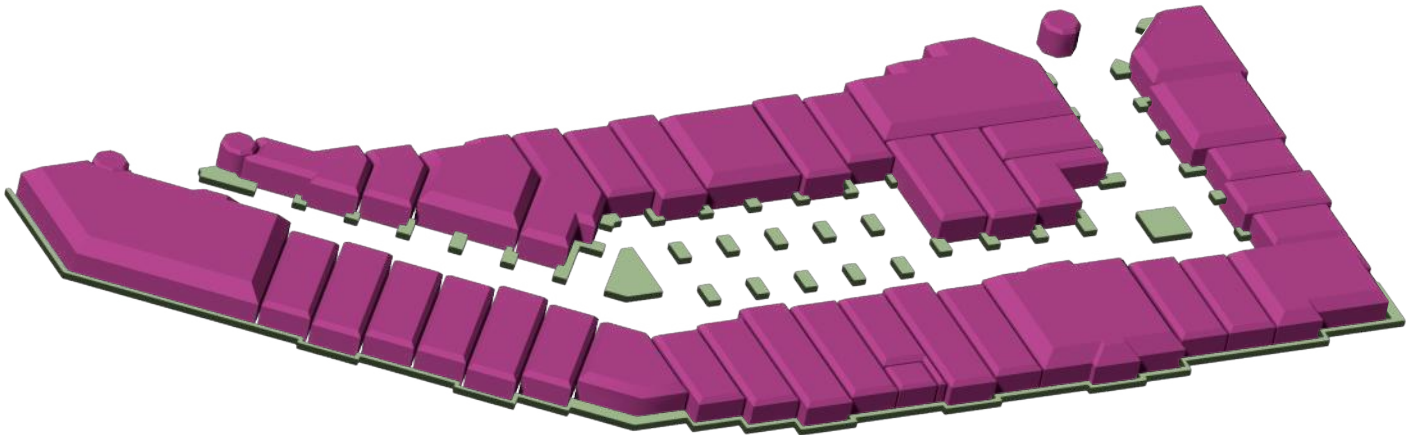
Ring Road



# Existing selected tenants at **Retail Park Jumbo Plaza**



# Store units, perfectly designed for your brand.



**7,600**  
m<sup>2</sup>

**50**  
units

**1,800**  
parking spaces

The Outlet Village will offer a mix of fashion, sportswear, outdoor, footwear, and lifestyle brands.

Part of Jumbo Plaza Retail Park with **more than 30,000 m<sup>2</sup> retail space**. Expected to increase to **55,000 GLA by the end of 2024**.

The units will be designed to create the perfect sales environment. Two entrances will lead into the village to ensure optimum pedestrian circulation. The remarkable facades will be visible from the moment the visitor approaches the village. Delivery is facilitated by access roads specifically created to allow merchandise circulation from the back side of stores. **Unit sizes will range from 80 up to 300 m<sup>2</sup>** with room for key tenants to combine two or more units into major flagship stores in strategic parts of the village.

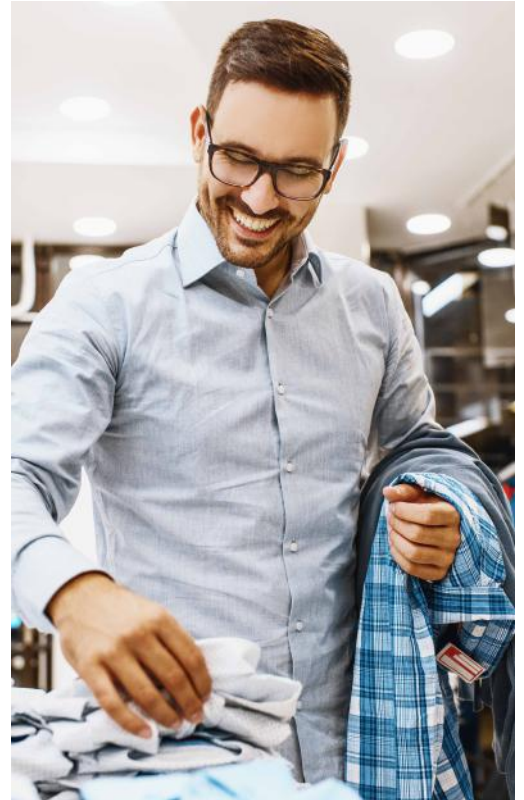
The project is developed in co-operation with **HASLINGER RETAIL REAL ESTATE COMPANY** - a consulting company for retail real estate. Their primary focus is on strategic and operational consulting, leasing and managing of designer outlets, factory outlets, city outlets and shopping centres in Europe.

Haslinger Retail Real Estate Company is one of the largest consulting and rental companies in Europe, with 20 centres in 5 countries and over 270,000 m<sup>2</sup> of retail space.

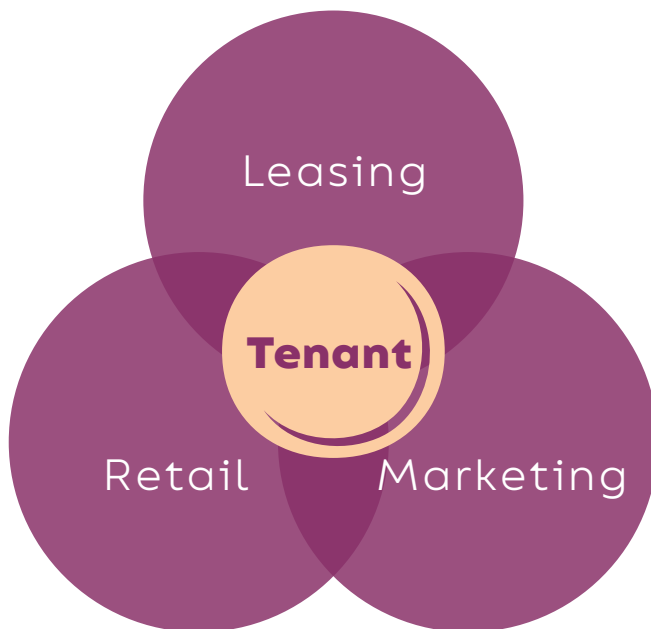
**HASLINGER**  
RETAIL REAL ESTATE CONSULTING

OUTLET VILLAGE SOFIA





**We know that Consumers are the focus of Brands, therefore our Tenants will be the focus of our Management.**



**Excellent brands**  
for good value

New management &  
marketing approach  
**tailored to the Tenants**

**Daily monitoring**  
of the sales  
performance  
of each store

**Double pricing** (labels  
indicating the regular and  
discounted price)/at least  
30% discount

**Marketing strategy** and  
regional campaigns  
(Bulgaria and the  
Balkan region)



A **sophisticated management technique** will be part of Outlet Village's success.



Sustaining **good relationships with the brands and retailers** on a day-to-day basis.



Daily focus on the **visual merchandising** of the stores.



**Regular performance meetings** with the Retailers.



**Annual marketing plan** aligned with the tenants' needs.



**Tracking and evaluation** of all marketing campaigns.



**Retail campaign and event planning.**



**Marketing reporting** on a quarterly basis.

# Summary

The only Outlet area on such a large scale in Bulgaria that offers the combination of an excellent brand mix and competitive outlet prices.

 **OPENING** 2025



**Strategic location**  
more than  
**61,000**  
cars passing by  
per day

**10 min**  
**drive** from Sofia  
and close to  
Sofia Airport

**High  
visibility**  
and **easily accessible**  
from the motorway

**Established  
location**  
part of Retail Park  
Jumbo Plaza

Over  
**1,800**  
**parking spaces**

**Selected  
brand mix**  
to create an optimal  
shopping experience

Expected  
**8 M**  
**visitors** per annum  
at the end of **2024**

Approximately  
**7,600** m<sup>2</sup>,  
**50** units





## OUTLET VILLAGE SOFIA

Outlet Village is developed and managed by Trinity Capital, an established commercial real estate and investment company. Managing over 79,000 m<sup>2</sup> of retail space, Trinity Capital is the owner of:

**Retail Park Jumbo Plaza, Sofia**

**Mega Mall, Sofia** (Acquired in partnership with AP Capital)

**Retail Park Yambol**

**G-center Plovdiv**

**Retail Park Haskovo**

With additional 48,000 m<sup>2</sup> under development.



# Retail Park Jumbo Plaza, Sofia



# **OUTLET** VILLAGE

— SOFIA —

## **Trinity Capital AD**

9 Zheneva Str., Sofia 1142, Bulgaria

### **Simona Parvanova**

Director Leasing and Marketing  
[s.parvanova@trinitycapital.bg](mailto:s.parvanova@trinitycapital.bg)  
+359 888 414 239



**TRINITY**  
**CAPITAL**