Florentia Village - ITALIAN DESIGNER OUTLET IN CHINA

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A luxury outlet

FLORENTIA VILLAGE - JINGJIN DESIGNER OUTLETS

Launched in June 2011, is characterized by an authentic **Italian style.**

With a total site area of **60,000 square meters**, Florentia Village boasts collections from **more than 170 brands** including the best Italian and International luxury brands.

A luxury outlet

The Florentia Village project has established a **new benchmark for Luxury Outlets in China.** This center has made one of the combinations of world famous brands, and is the first one in China. This achievement is attributed to an excellent partnership with top brands from Europe, USA and China.

The customers target is the middle class with strong brand awareness and demonstrating strong purchasing power.

The concept

Florentia Village Luxury Outlet reproduces the open-air look and atmosphere of a **HISTORIC ITALIAN TOWN** where shopping is a pleasant and relaxing experience while eating playing and visiting.

The Outlet is owned by **RDM** the real estate that in partnership with McArthur Glen is the market leader in the development of Italian designer outlets as: Serravalle, Castel Romano, Barberino, Noventa di Piave, La Reggia.

BARBERINO — Barberino di Mugello (FI)
CASTEL ROMANO — Castel Romano (RM)
LA REGGIA — Marcianise (CE)
NOVENTA DI PIAVE — Noventa di Piave (VE)
SERRAVALLE — Serravalle Scrivia (AL)

- Located between Beijing and Tianjinin (Wuqing).
- Total site area of 60,000 square meters .
- **More than 170 brands**
- **Further 7,000 square meters retail space to be opened in Q2 2014 for additional 40 shops**
- More than "just buying" : **a shopping experience.**
- A **discovery tour** through the suggestive historical centre of a typical Italian town.
- Big designer brands into the **excitement of a convenience** all year round.
- **Surprises, dedicated promos** and **special events.**
- All **services** and **facilities.**

  (parking,restaurants,café,atm,children's play area, i-point)

Brand Mix

FLORENTIA VILLAGE
佛罗伦萨小镇

PRADA MILANO

BURBERRY

BOTTEGA VENETA

TOD'S

Salvatore Ferragamo

COACH

Ermenegildo Zegna

ETRO

FENDI

RALPH LAUREN

GIVENCHY

HOGAN

BOSS
HUGO BOSS

JIMMY CHOO

CÉLINE

TORY BURCH

SWAROVSKI

1851
BALLY
SWITZERLAND

LOEWE

BVLGARI

MONCLER®

VERSACE

Brooks Brothers

KENZO

FV 2013 Key Figures

✓ More than **3.2 million** visitors / year (**+ 51 %** Vs 2012)

✓ Average number of weekly visitors of **over 60,000 .**

2013 Like for Like Revenues (Ytd) : **+42%**

Location & transportation

Located in the upcoming urban district of **Wuqing,** around halfway between Beijing to the North-West and the Port City of Tianjin to the South East.

🚗 **BY CAR**

5 km from Wuqing North (Yangcun) Exit of Jingjin Highway

🚆 **BY TRAIN**

22 minutes from Beijing South Station or 16 minutes from Tianjin Railway station.

(22 daily trains to Wuqing/day)

🚆 **BY HIGH SPEED TRAIN**

100 meters from Jing Jin High Speed Railway Wuqing Station.

FLORENTIA VILLAGE
佛罗伦萨小镇

#FV周年庆品牌日# 6/2 PRADA品牌日！充满女人味的蝴蝶结高跟凉鞋，纯牛皮及前防水台设计，原价6750元，品牌日仅1450元。纯意大利手工，整张牛皮一体制作的2011年秋冬金属色单肩包，原价9100元，品牌日仅3400元，纯皮制牛头手环，原价3350元，品牌日仅275元。商品数量有限，每人限购一件，售完即止。

+加标签

2012-6-1 17:06　来自专业版微博　　　　　　　　　转发(58) | 收藏 | 评论(27)

邓尘朵 V：　@FV佛罗伦萨小镇 逛街中，正赶上GUCCI清明节折上7折的活动，好东西还不少呢，Bamboo包折后3288，逆天了，绝对比意大利都便宜啊！@Miss沐夏 @奇奇肉丸子 @宝贝小丹妮 @柳小御 @时尚达人冰冰 闺蜜团小长假走起呀~

4月3日19:17　来自iPhone客户端　　　　　　　　　转发(1362) | 收藏 | 评论(148)

#偶尔也败家#：在Coach70周年时，Madison麦迪逊系列推出了70周年特别珍藏手袋，目前小镇有售。这一系列中，最让小F过目难忘的就是那些V字图案绗缝包包，特殊处理的尼龙压花加上真皮的镶边显得异常夺目，多种颜色可选。手提包原价4500元，小镇价3600元；钱包原价3000元，小镇价1800元。JMS赶快行动吧

+加标签

2012-11-21 15:28　来自专业版微博　　　　　　　　转发(42) | 收藏 | 评论(26)

#圣诞心意购# 意大利知名的奢侈品牌Versace在圣诞月带来一款漂亮又超值的包包，采用上等精选皮质，款式时尚大气，金属肩带和吊牌更凸显优雅和高贵，原价6250元，小镇价仅2500元。亲们，快为心爱的她准备一份气质与品质俱佳的圣诞好礼吧！http://t.cn/zjV7XPQ

+加标签

2012-12-6 22:00　来自皮皮时光机　　　置顶 | 删除 | 转发(56) | 收藏 | 评论(17)

Brand's Participation　　　　　　　　　　　　**Brand's Participation**

Bottega Veneta Opening

Jimmy Choo Opening

THANK YOU FOR YOUR ATTENTION