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EUROPE’S LARGEST\* OUTLET OPENS   
MOXY OUTLETCITY METZINGEN HOTEL

On 12 December in Metzingen, the doors to the Moxy Outletcity Metzingen hotel were opened. On 01 February, Outletcity AG celebrated this new milestone with an evening event and opened the new Outletcity Welcome Center together with VIP guests and famous celebrities. The musicproducer, Mousse T., spun records as DJ for the music entertainment, while Frauke Ludowig moderated the evening.

**Moxy Outletcity Metzingen**

The fashion and lifestyle hotel is operated by Odyssey Hotel Group, a white label operator of the renowned global hotel brand Marriott International. Odyssey Hotel Group's portfolio includes 23 hotels across Europe.

The target group includes a audience interested in fashion and lifestyle, international groups looking to stay overnight after a tour of Outletcity, business guests and also visitors who are interested in exploring the region. The hotel provides everything needed for a longer stay in Outletcity and the surrounding area.

The hotel, which is located in the centre of the Outletcity, was realised by the blocher+partners architecture firm and was finished within 20 months of construction. “From an urban planning perspective, the Moxy is like a piece of the puzzle: as a hotel, it rounds off  
Outletcity and enriches the customer experience. We brought the glamour and style of this special location into the interior; the lobby reflects the fashion world that surrounds it“ so Anja Pangerl, partner blocher+partners Stuttgart.

Fashion is the motto at Moxy Outletcity Metzingen. Playful, yet stylish details give the hotel a unique and individual character. Elements like spools of thread, mannequins or coat hangers are tastefully arranged and make the connection to all of Outletcity Metzingen with its unique history. At Moxy Outletcity Metzingen, style meets comfort, design and hospitality.

The extraordinary lobby serves as the centrepiece of the hotel and is designed to resemble a fashion runway. “It is a fantastic offer for our regional and international guests. The attractive design fits perfectly in the ambience of the most successful outlet in Germany and it furthers our claim as a destination for events and experiences.” – Wolfgang Bauer, CEO of Outletcity AG.

Another highlight at the hotel is the view of the most famous international premium and luxury brands, with a close natural backdrop. Thanks to the excellent location in the middle of Outletcity, the guests don’t need to go far to reach Germany’s number one outlet.

**Food & Beverage**

The spacious and comfortable hotel lobby also features the Moxy Bar. Available for hotel and Outletcity guests alike, here is where modern co-working space meets urban area with table foosball, board games and community tables.

**Parking**

Overnight guests of Outletcity Metzingen have the option of parking their car in any of 50 VIP parking spaces, including six new charging stations for electric vehicles in the parking garage P1. These are accessible via the lobby elevator in the hotel.

High end hospitality in the heart of the city– the new Outletcity Welcome Center

The new, 600m2 Outletcity Welcome Center also calls the new building home. Guests are greeted here with an open ear for any questions alongside conveniences of all kinds. The modern look and feel is functional and cosy, achieving a warmly inviting aesthetic.

Numerous services are available at the Welcome Center:

**The Lounge**  
is a space explicitly for Outletcity Gold club members. These can reserve the room for a shopping break in a cosy atmosphere, while enjoying canapes and select drinks.

**The Atelier**  
Here, guests can enjoy the pleasures of shopping privately with a professional personal assistant. In particular, the luxury brands are able to present their wares to customers. The Italian luxury brand, Prada, will be the first to decorate the space.

**The Studio**  
This room offers an open floor plan to facilitate the reception of groups. The space is also available as a function room for external company events upon request. The room is equipped with all of the necessary peripherals such as a projector screen, microphones and sound systems.

**Tax-Refund**  
As already available in the previous Welcome Center on Hugo Boss Platz, international guests have the option of having the VAT tax refunded on the premises. Just as before, this service is implemented in the new Welcome Center. In cooperation with Global Blue and Planet, the VAT tax can be refunded directly to the credit card. This is excellent for guests who wish to avoid long waits at the airport.

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Brand portfolio

Internationale Premium- und Luxury brands

7 For All Mankind

Adidas

American Vintage

Aigner

Alberta Ferretti

Armani

Babor

Bahlsen

Balenciaga

Bally

Bogner

Boss

Bottega Veneta

Breitling

Burberry

Calvin Klein

Closed

Coach

Coccinelle

Columbia

Crocs

Desigual

Diesel

Docker

Dolce & Gabbana

Douglas

Dsquared2

Dr. Martens

Ecco

Esprit

Estella

Fabiana Filippi

Falke

Fossil

Furla

FTC Cashmere

G-StarRaw

Gant

Gucci

Guess

Hackett

Haribo

Hogan

Home & Cook

Hour Passion

Hunkemöller

Jack & Jones

Jimmy Choo

Jil Sander

Joop!

Karl Lagerfeld

Kate Spade

Kennel & Schmenger

Kjus

Kneipp

L’Occitane

Lacoste

Lee

Le Creuset

Levi’s

Liebeskind

Lindt

Longchamp

Lululemon

Mammut

Marc O’Polo

Max Mara

MCM

Mey

Michael Kors

Missoni

Moncler

Moschino

Motel a Miio

Möve

Nike

Oakley

Olymp

Only

Pandora

Patrizia Pepe

Paul & Shark

Peak Performance

Philipp Plein

Polo Ralph Lauren

Porsche Design

Prada

Puma

Ravensburger

Ritter Sport

Roberto Cavalli

Rösle

las.Oliver

Salvatore Ferragamo

Samsonite

Sandro

Schiesser

Scotch & Soda

Seidensticker

Skechers

Storck

Strellson

Sunglass Hut

Superdry

Swarovski

Ted Baker

The Cosmetics Company Store

The North Face

Thomas Sabo

Timberland

Tod‘s

Tom Tailor

Tommy Hilfiger

Tory Burch

Tumi

UGG

Under Armour

Valentino

Vero Moda

Versace

Vilebrequin

Watch Station

Windsor

WMF

Woolrich

Wrangler

Zwilling

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About

**Odyssey Hotel Group**

Odyssey Hotel Group, founded in 2012 in the Netherlands encompasses a distinctive portfolio of 23 hotels providing over 3,500 rooms within Europe, and 25 properties currently in the pipeline. As white label operator of respected global hotel brands, Odyssey Hotel Group leverages deep understanding of the hotel and hospitality market, and the connection with the European real estate industry. In December 2020, Activum SG joined Odyssey as the major shareholder. Odyssey Hotel Group is powered by over 750 people providing exceptional service, keeping a close eye on every detail and serving our guests with flair and ease.

www.odysseyhotelgroup.com | LinkedIn @Odysseyhotelgroup

**Blocher partners**

Founded in 1989, blocher partners has developed into a transdisciplinary planning office that successfully realizes national and international projects. Around 250 employees from 15 different disciplines, including architects, interior designers, communication specialists, graphic designers and design strategists, work hand in hand at the four locations in Stuttgart, Berlin, Mannheim and Ahmedabad (India).

Always with the aim of finding the best design solutions for our clients' requirements.

**Outletcity Metzingen**

A study by the independent ecostra consulting company awarded Outletcity Metzingen as Europe’s largest outlet\*. The exclusive brand portfolio of Outletcity Metzingen is presented in award-winning architecture in an authentic and urban environment. With 500 premium and luxury brands in Metzingen and on the Online Shop, top service and a well-rounded tourism programme, Outletcity takes its place as number one outlet in Germany. With 4.2 million guests from 185 nations visiting Metzingen annually, the outlet is a true international fashion metropole.

Digital offers such as the Online Shop, Outletcity App and the Outletcity Club connect the brick and mortar and digital shopping worlds to form a unified experience where the guest is the focal point.