

Europe's outlet brands have unique character



Ted Baker



Prada

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Outlet development around the world is full of similarities and generalities, such as outlet centers' out-of-town locations, smallish footprints, dependence on tourism and relatively close number of major developers and operators.

Outlet retailing – the brands that tenant the centers around the world – is a different story. In the U.S., tracking outlet chains is straightforward because virtually every retail chain has one or two people designated to handle leasing and real estate. And many U.S. chains, especially the major ones, have stand-alone outlet divisions.

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15 Largest European Outlet Chains (30 stores or more)

TENANT NAME	NO. OF STORES
Nike/Nike Kids	79
Levi's/Docker's	67
Puma	58
Reebok/Rockport	56
Calvin	53
Adidas	50
Lee Wrangler	48
Mexx	38
Clarks	36
Home & Cook	34
Samsonite	33
Benetton	32
Mango	31
Timberland	31
Tommy Hilfiger/Denim	31
Total number of stores	677

Source: 2010-2011VRN Global Outlet Directory

Calling all brands

Would you like a free subscription to *Value Retail News* and *IOJ*? That's what you'll get if you list your outlet chain in VRN's *Value Retail Directory*. For more information, contact Linda Humphers at lhumphers@icsc.org, and check out the *Value Retail Directory* at www.valueretailnews.com.

In Europe, though, outlet retailing is fragmented.

There is often brand licensee involvement – sometimes more than one licensee in each country – as well as company-owned stores. There are many domestic, regional and local brands that open just one store, and those brands tend to have a high level of wariness regarding all outlet stores.

The early days of outlet retailing in the U.S. saw these same traits, though the fear factor wasn't as pronounced, and today there are still ultra-sensitive chains, but very few.

Thus, since 1982 *VRN* has been able

to produce a *Value Retail Directory* that includes approximately 500 U.S. value and outlet chains that primarily tenant outlet centers. Part of the directory's appeal, we know, is that each chain listed in the directory gets a free subscription to *VRN* and *IOJ*. But more importantly, we are able to track leasing, marketing and operations contacts; the number of outlet stores the brand operates; outlet store locations, expansion plans, merchandise categories, discounts, average rents paid, average sales per square foot and site requirements.

Not every chain provides or permits *VRN* to publish all the information,

especially for sales and rent, but having the data for use in aggregate reports helps the entire industry see progress and trends.

Of course *VRN* wants to track outlet chains around the world in the same way we track them in the U.S. Since that option isn't yet available, we have turned to our *Global Outlet Project Directory*, which includes the tenant lists for 132 European outlet centers. From that database we have been able to come up with a European brand report that we hope will open the door to further information sharing – and free subscriptions for contributing brands. 🌐

Crossing the pond

104 brands operate outlet stores in both the U.S. and Europe

Armani	Dockers	Michael Kors
Adidas	ECCO	Naturalizer
Aeropostale	Ecko Unltd	Nautica
Aerosoles	Ed Hardy	New Balance
Aldo	Escada	Nike
Allen-Edmonds	Etro	Nine West
Ann Taylor	Faconnable	North Face
Anne Fontaine	Famous Footwear	Oakley Vault
Anne Klein	Florsheim	Orvis
Baccarat/Lalique	Fossil	OshKosh B'Gosh
Bally	French Connection	Payless ShoeSource
Banana Republic	Furla	Polo Ralph Lauren
BCBG MaxAzria	Gap	PUMA
Benetton	Gloria Jean's	Quiksilver
Billabong	GNC	Reebok
Black & Decker	Gucci	Rockport
Bogner	Guess?	Greg Norman
Bose Retail	Haggar	Salvatore Ferragamo
Brooks Brothers	Helly Hansen	Samsonite
Burberry	Hugo Boss	Seiko
Calvin Klein	Hurley	Skechers
Carter's	Hush Puppies	Ski Market
Champion	Jockey	Sony
Children's Place	Jones New York	Sweet
Claire's/Icing	Juicy Couture	Timberland
Clarks	Kenneth Cole	Time Watch
Coach	La Perla	Tommy Hilfiger
Columbia Sportswear	Lacoste	TSE Cashmere
Converse	Le Creuset	Van Heusen
Cosmetics Company	Levi's	Vans
Crabtree & Evelyn	Lindt Chocolate	Versace
Crocs	Liz Claiborne	VF
Diesel	Lucky Brand Jeans	Villeroy & Boch
Disney	Marc Ecko	Waterford Wedgwood
DKNY	Marmi Shoe Rack	Zegna

Source: 2010 *Value Retail Directory*/2010-2011 *Global Outlet Project Directory*



Nike Factory Store

Comparison of outlet chains in Europe and the U.S.

STATISTIC	EUROPE	U.S.*
Number of outlet centers	132	179
Number of outlet chains	2,736	304
Number of outlet stores	7,905	12,994
Number of chains operating one store	1,630	20
Number of chains operating more than one outlet concept	Not available	53
Number of chains operating 30 stores or more	5 chains operate 677 stores	119 operate 11,227 stores
Average chain size	3	43
Average store size	Not available	4,135 sf
Average rent	Not available	\$25.35 psf
Average sales psf	Not available	\$331 psf
Average discount off full price	Not available	38 percent

* See the full U.S. Outlet Retail Report in the March 2011 Value Retail News

Source: 2010 Value Retail Directory/2010-2011 Global Outlet Project Directory