

News Release

KURT MULLER CHOOSES McARTHURGLEN TO LAUNCH FIRST OUTLET STORE IN WALES

International men's fashion label Kurt Muller has chosen the McArthurGlen Designer Outlet, Bridgend, as the site for its first Welsh outlet store, creating a further eight jobs.

The new Kurt Muller outlet store, which opens this Friday 14 November, offers sophisticated and contemporary designer men's clothing, ranging from casual jackets, jeans and t-shirts to classic suits, shirts, knitwear and accessories.

All merchandise at the new Kurt Muller outlet store will be sold at up to 50 per cent off typical retail prices.

McArthurGlen Bridgend centre management say the addition of Kurt Muller is a real coup for the region.

McArthurGlen centre manager, Richard Rawlings, said: "By bringing big name brands like Kurt Muller to the region, we are not only increasing our offering to shoppers but are confirming our position as the leading and largest designer outlet in Wales. Our menswear offering now consists of some of the most well-known brands in men's fashion."

To launch the new Kurt Muller outlet store, international rugby star Ben Evans, who plays for Cardiff, will be officially opening the store at 12 noon. He will also be signing autographs for fans and shoppers.

The store will also be helping to raise money for local children's charity Ty Hafan Children's Hospice throughout its opening weekend, with a charity raffle of signed shirts and rugby memorabilia.

Shoppers will also be able to get a further 10 per cent off outlet prices throughout the opening weekend to mark the launch.

Robby Kumar, marketing director for Kurt Muller, said: "We wanted to make the opening a special event in the local community, so we're delighted that Ben Evans will be joining us to open the store. We're also looking forward to raising a good amount for Ty Hafan Children's Hospice.

"We're sure our Wales outlet store at McArthurGlen will be a great success. It will offer our innovative and stylish range of men's fashion at up to 50 per cent off typical retail prices, which is great for the fashion-conscious shopper seeking a designer label at an affordable price."

Kurt Muller is not the first international brand to choose McArthurGlen as its launchpad into outlet retailing in Wales. Marks and Spencer, adidas and Calvin Klein Jeans all opened their first Welsh outlet stores at McArthurGlen.

Kurt Muller currently trades from eight designer outlet stores. McArthurGlen Bridgend will be the ninth and a further eight stores are being planned for opening in 2004.

The company already has two outlet stores at McArthurGlen centres, in Ellesmere Port in Cheshire and Livingston in Scotland.

The new store at Bridgend will be the third UK outlet store the Kurt Muller brand has opened with McArthurGlen.

Photo Opportunity: Press photographers are invited to the official opening of the Kurt Muller store with rugby star Ben Evans, shoppers and Kurt Muller staff, on Friday 14 November at 12 noon.

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