MARQUES AVENUE TALANGE
66 NAME-BRAND SHOPS AT THE CROSSROADS OF EUROPE

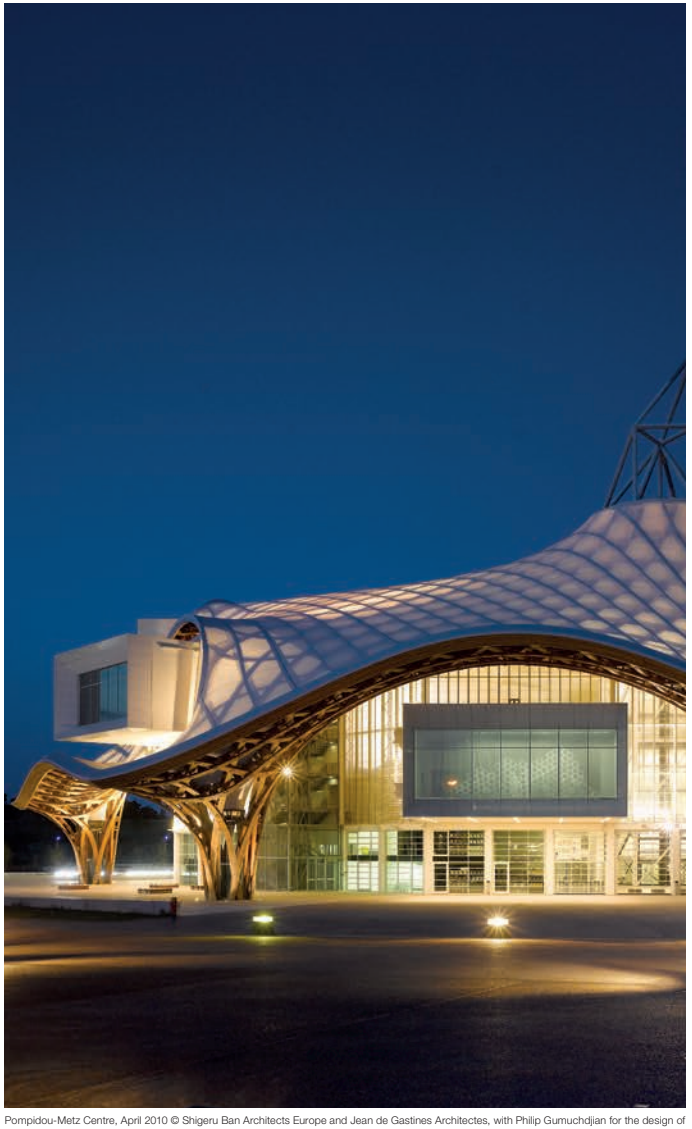
MARQUES AVENUE TALANGE

AN ATTRACTIVE SHOPPING CENTRE OPEN TO EUROPE

Lorraine boasts the outstanding feature of being France's only region that shares a border with three countries - Germany, Belgium and Luxembourg. It has a population of 2.3 million but welcomes over 3.5 million visitors a year, 20% of them from outside France.

Lorraine's capital, Metz, has a distinguished historic heritage, a pedestrian-only downtown highlighting its medieval architecture and over 2,000 shops. Trade, cutting-edge technology and research account for the lion's share of the Metz metropolitan area's economy. But so does tourism, which has soared since the Pompidou-Metz Centre opened in 2010. A million people have already visited the museum.

It is very easy to reach Metz, which lies at the heart of a dense road and rail network (A31, A4 and high-speed train) just half an hour from Nancy and Luxembourg and, since 2008, 90 minutes from Paris. Marques Avenue Talange, only 10 minutes from Metz and now directly reachable by the A31 motorway, benefits from this special location in the heart of Europe near the bustling regional capital.



Pompidou-Metz Centre, April 2010 © Shigeru Ban Architects Europe and Jean de Gastines Architectes, with Philip Gumuchdjian for the design of the winning project of the Metz Métropole competition/ Pompidou-Metz Centre/photo Roland Halbe

MARQUES AVENUE TALANGE

Marques Avenue Talange lies at the crossroads of motorways from northern Europe, a spot where cultures and influences converge. It has become a must for smart shoppers wherever they're from.
Marques Avenue Talange, the only site of its kind in northeastern France, offers 66 brand-name outlet shops featuring men's, women's and children's wear and household goods. Nike and Polo Ralph Lauren outlets are nearby.

Marques Avenue Talange is in a restful, park-like setting recalling the region's landscapes. It features famous French and international brands that offer their previous collections year round at a discount of at least 30%, including Adidas, Desigual, Comptoir des Cotonniers, Petit Bateau, Mango, Du Pareil Au Même, Reebok, Mexx, BDM Calvin Klein, MCS, Le Coq Sportif, Puma, Aigle, Apostrophe, Georges Rech, Seb, Tefal, Krups, Rowenta, Quiksilver, Dim, Arc International, Oxbow, Le Temps des Cerises, Black & Decker, Guy Degrenne, Delsey, Descamps, Ventilo, Sud Express, 1.2.3., Gant...

The site's expansion in spring 2013 will result in 22 new retail outlets, making Marques Avenue Talange an incredible shopping destination more than ever !

MARQUES AVENUE TALANGE, SHOPPING THE EUROPEAN WAY

10 MINUTES FROM METZ
30 MINUTES FROM LUXEMBOURG
90 MINUTES FROM BELGIUM
90 MINUTES FROM GERMANY

VERY HIGH VISIBILITY
FROM THE A31
MOTORWAY

EVEN EASIER TO REACH
SINCE EXIT 36 OPENED,
ALLOWING DIRECT
ACCESS TO THE CENTRE

220 FAMOUS FRENCH AND INTERNATIONAL BRANDS

66 SHOPS
16,000 M²
1,000 PARKING SPACES

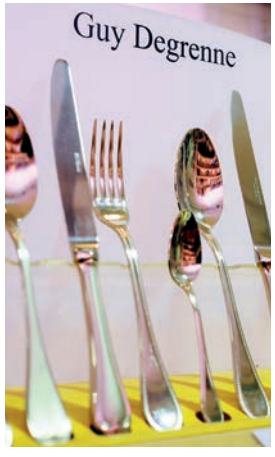
AN INCREDIBLE CHOICE OF WOMEN'S, MEN'S AND CHILDREN'S WEAR, SPORTING GOODS AND HOUSEHOLD ITEMS

A SHOPPING DESTINATION
FOR NEIGHBOURING COUNTRIES

16% OF SHOPPERS ARE
INTERNATIONAL VISITORS

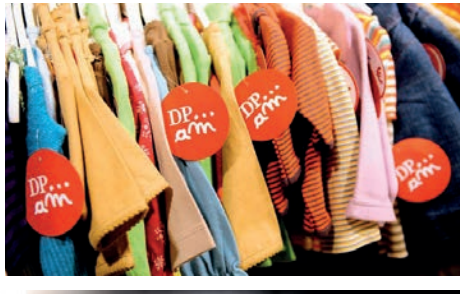
OVER 7 VISITORS IN 10
LEAVE WITH AT LEAST ONE
PURCHASE AVERAGE AMOUNT
EACH SHOPPER SPENDS : €147
SOURCE : IPSOS 2011

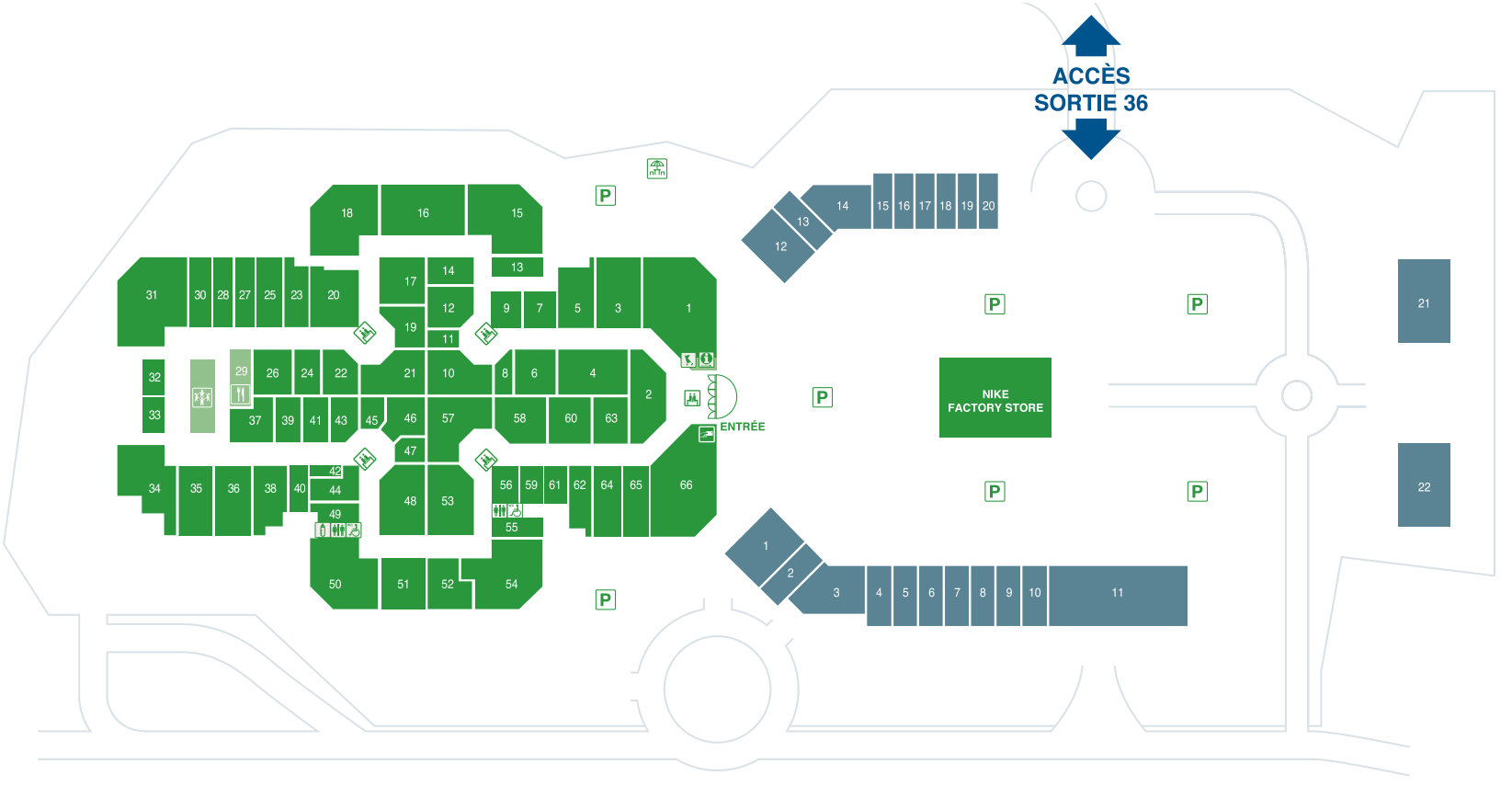
A SUCCESSFUL SHOPPING EXPERIENCE :
A 90% SATISFACTION RATE
A 92% RECOMMENDATION RATE
90% OF SHOPPERS INTEND
TO COME BACK
SOURCE : IPSOS 2011



A 4,200 M² EXPANSION
22 SHOPS

OPENING IN SPRING 2013





MARQUES AVENUE TALANGE

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