



EUROPE'S LARGEST* OUTLET OPENS MOXY OUTLET/CITY 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.

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The extraordinary lobby serves as the centre-piece 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	Falke	Mammut	Schiesser
Adidas	Fossil	Marc O'Polo	Scotch & Soda
American Vintage	Furla	Max Mara	Seidensticker
Aigner	FTC Cashmere	MCM	Skechers
Alberta Ferretti	G-StarRaw	Mey	Storck
Armani	Gant	Michael Kors	Strellson
Babor	Gucci	Missoni	Sunglass Hut
Bahlsen	Guess	Moncler	Superdry
Balenciaga	Hackett	Moschino	Swarovski
Bally	Haribo	Motel a Miio	Ted Baker
Bogner	Hogan	Möve	The Cosmetics Company
Boss	Home & Cook	Nike	Store
Bottega Veneta	Hour Passion	Oakley	The North Face
Breitling	Hunkemöller	Olymp	Thomas Sabo
Burberry	Jack & Jones	Only	Timberland
Calvin Klein	Jimmy Choo	Pandora	Tod's
Closed	Jil Sander	Patrizia Pepe	Tom Tailor
Coach	Joop!	Paul & Shark	Tommy Hilfiger
Coccinelle	Karl Lagerfeld	Peak Performance	Tory Burch
Columbia	Kate Spade	Philipp Plein	Tumi
Crocs	Kennel & Schmenger	Polo Ralph Lauren	UGG
Desigual	Kjus	Porsche Design	Under Armour
Diesel	Kneipp	Prada	Valentino
Docker	L'Occitane	Puma	Vero Moda
Dolce & Gabbana	Lacoste	Ravensburger	Versace
Douglas	Lee	Ritter Sport	Vilebrequin
Dsquared2	Le Creuset	Roberto Cavalli	Watch Station
Dr. Martens	Levi's	Rösle	Windsor
Ecco	Liebeskind	las.Oliver	WMF
Esprit	Lindt	Salvatore Ferragamo	Woolrich
Estella	Longchamp	Samsonite	Wrangler
Fabiana Filippi	Lululemon	Sandro	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
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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.

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