



## TIARE SHOPPING - CHRISTMAS MARKET 2014





# CHRISTMAS MARKETS AT TIARE SHOPPING CENTRE

---



***From 5 to 8 December at the Tiare Shopping Centre the charme and the poetry of Christmas come alive!***

The atmosphere and the spirit of Christmas among the 140 stores of the Tiare Shopping Centre ... Music, fragrances and colors will characterize the most magical time of the year dedicated to the Christmas tradition for young and old people.



## **When?**

**From Friday 5 December to Sunday 28 December 2014**

**Monday – Sunday, 9-21 (excluding feast days of 25 and 26 December).**



## **Where?**

**Tiare Shopping Centre – Villesse (Gorizia).** The event will take place inside the shopping malls and public areas of the Centre.



## **Who?**

**35 exhibitors** among artisans and merchants that offer products in line with the traditional Christmas market (decorations, gifts, textiles, toys and food ...)

# THE WORLD OF TIARE SHOPPING CENTRE

---



With its **140 stores**, Tiare Shopping Centre is one of the most attractive shopping centers in Northern Italy. A world of fashion, accessories, cosmetics, sporting goods, electronics, toys, home and food for meet and entertain adults and children.

The center offers the most important brands with international appeal: **H&M and Mediaworld, Desigual and Swarovski, Sephora and Toys Center** as well as numerous services that enliven the visit of the families, such as the Children Play Area and the Family Room.

Relevant distinctive feature of the Centre is the presence of the Swedish retailer IKEA: **Tiare is the first shopping center in Italy with a local store within, a novelty that attracts visitors from outside the region and from across the border.**

# THE WORLD OF TIARE SHOPPING CENTRE



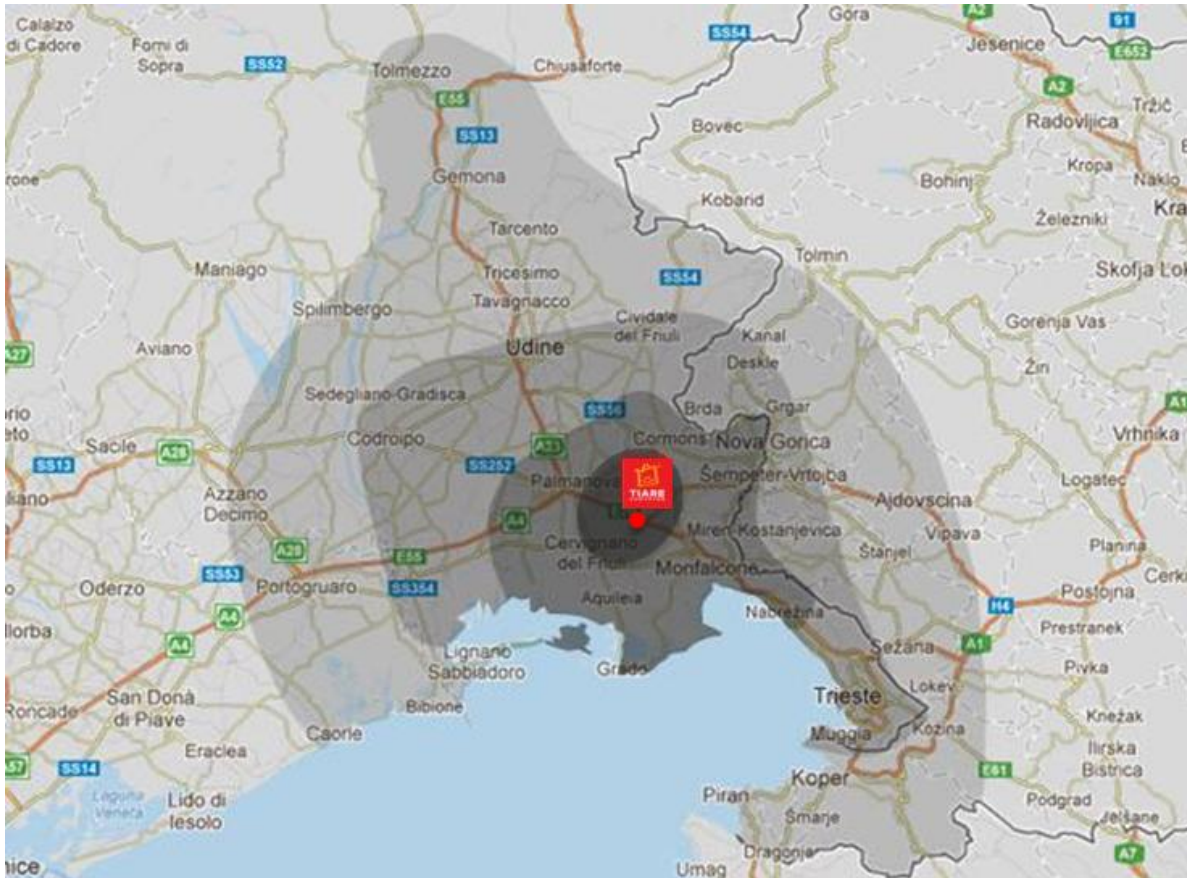
# TIARE SHOPPING



## In summary

|                       |   |
|-----------------------|---|
| <b>Opening</b>        | 5 December 2013   |
| <b>Stores</b>         | <b>140 stores + IKEA + UCI Cinemas (7 movie halls)</b>  |
| <b>Entrances</b>      | <b>7.000.000</b> (forecast 31/12/2014)  |
| <b>Surface</b>        | 90.000 mq (Rentable Area), of which 32,000 square meters are of IKEA  |
| <b>Location</b>       | Located in Villesse (Gorizia), 45 km from Trieste and Udine, Gorizia and 20 km from the border, 60 km from the beach of Lignano and Bibione.      |
| <b>Catchment area</b> | 1.14 million within 60 minutes by car   |
| <b>Accessibility</b>  | Located close to the motorway exit of the A4 motorway. Free shuttle bus are organized every Saturday from Trieste, Sistiana, Duino and Monfalcone |
| <b>Parking Spaces</b> | 4,200 free parking spaces (of which covered 2,000)  |

# TIARE SHOPPING



- P1 <10MIN BY CAR : 40'000
- P2 < 20MIN BY CAR : 200'000
- S <40 MIN BY CAR : 400'000
- T <60 MIN BY CAR : 500'000

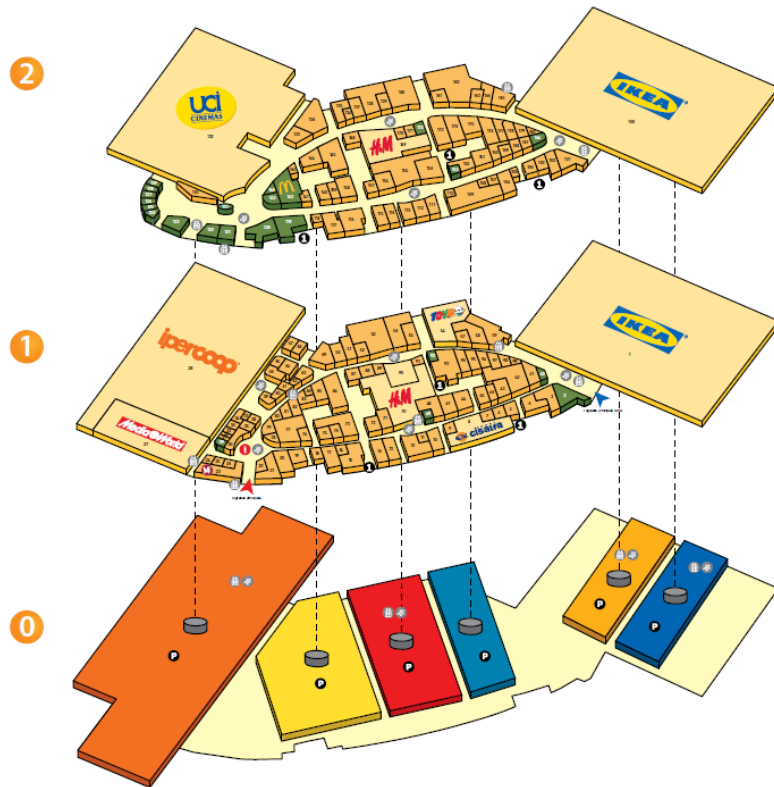
**TOTAL APPROXIMATELY 1'14 MIO**

TIARE SHOPPING has a large catchment area. The IKEA store attracts customers willing to drive up to more than an hour from the center.

# TIARE SHOPPING



## Floor plan



Level **2** : IKEA + Cinema + food court + stores

Level **1** : IKEA+ Ipercoop + stores

Level **0** : Parking area



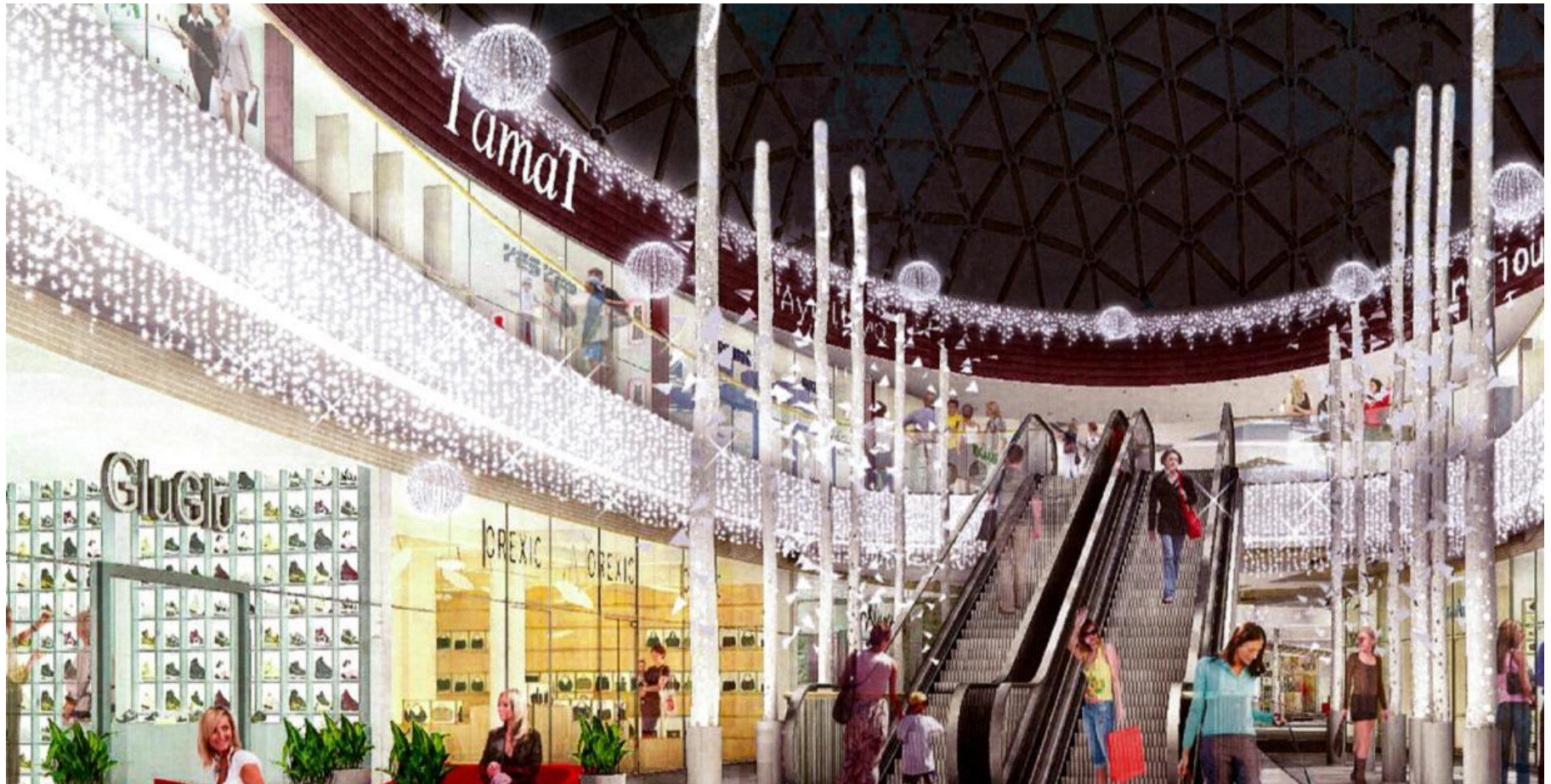
*IKEA store integrated on both floors*



# TIARE SHOPPING



## *Christmas Decorations 2014*



# TIARE SHOPPING



## *Christmas Decorations 2014*



# TIARE SHOPPING



## *Christmas Decorations 2014*



# PRODUCT MERCEOLOGY



The range that characterizes the Tiare Shopping Christmas Market contains all typical product categories of traditional Christmas markets.

## TYPICAL PRODUCTS

### Accessories

Necklaces, bracelets, earrings ...  
in various materials (wood, wool,  
fabric, paper ...)  
Bags

### Perfumery

(candles, incense, soaps, scented  
linen, with lavender bags, air  
fresheners)

### Home textiles

(sheets, towels, tablecloths /  
table cloths American / runner)

## FOOD

### Sweet and Salty

Cakes, cookies, dried fruit,  
chocolate, jam, marzipan, chocolate  
fruit, styled bakery, meats, cheeses  
...

### Christmas Products

Pandoro, Panettone, Rich, Nougat,  
Loaf Pepered

### Food and Beverage

Kiosks with sweet and savory  
products,  
Mulled wine / hot chocolate

## DECORATION

Nativity Scenes  
Lighting  
Table decorations  
Home Decoration

## GIFT IDEAS

### Textile

Slippers, Scarves, Gloves, Hats, Bags,  
Socks, Home textiles

### Not textile

Souvenirs, Boule de neige, Candles,  
Home Decoration



**PERFUMERY AND HOME TEXTILES**



**CHRISTMAS DECORATIONS**



**FOOD, FOOD & BEVERAGE**



**GIFT IDEAS, TEXTILE AND NON TEXTILE**



# WHY JOIN?

---



The initiative is an opportunity, full of positive outcomes for both the small businesses and the more structured realities.



**Important opportunity of visibility in the local market with a positive impact on sales of the year**



**Ability to reach new target groups**



**Opportunity to intercept a high number of visitors**



**Opportunity to get close to major international brands**

# STRUCTURES



The market will be set up inside structures that recall **typical shapes and materials solutions of the South Tyrol.** \*



\* example images

# MARKETING PLAN AND COMMUNICATION

---



The initiative will be widely held and supported by a marketing and communications plan that provides for the diffusion of different channels:

**Investment:** 75.000 €

**Media:** radio, print, outdoor, digital campaign

**Internal Communications:** Indoor and outdoor Christmas decorations , involving traditional Christmas atmosphere

**Inputs expected** in December 2014: over 450,000 visitors

# PARTICIPATION CONDITIONS



The participation in the Christmas market is open to traders, merchants, artisans who produce or commercialize products in line with the categories identified.

Cost of participation

|                             | WEEKLY RENTAL | MANAGEMENT CONTRACT | TOTAL         |
|-----------------------------|---------------|---------------------|---------------|
| HOUSE RENTAL MT. 3X2 (C.CA) | € 500         | € 100               | € 1.600 + iva |

Security deposit: € 250.00 which will be returned no later than 31/01/2015.

Payment must be anticipated and paid (under penalty of exclusion from the event) **by 11/15/2014**.

To all the participants will be asked to take out **insurance** against damage (including fire) to people or things.

For each sale is required the issuance of tax document through the cash register or block of receipts.

All those who sell and administer **FOOD PRODUCTS** must be in compliance with the requirements set by law, and will be responsible for any local taxes required.

# INFORMATION



The Christmas markets are **an initiative organized and coordinated by ER Spa** on behalf of Inter IKEA Centre Group / Tiare Shopping.

## Who is ER?

Founded in 2003 by professionals from the commercial distribution, consultancy, from the information system design for stores management and from the world of Retail Design, ER spa is involved in **projects for retail at 360°**: from the development strategy of the assortment and product analysis, the management of setup and opening of the store, until the management systems of commercial control. A complete set of services calibrated to measure the different needs of customers, with the common goal of achieving results with efficiency and success.

For more information contact:



ER spa

Via Colombo 1  
31015 Conegliano (TV)  
www.erspa.com  
info@erspa.com

**Luca Ferrari**  
Luca.ferrari@erspa.com  
Cell. +39 345/7973359

**Giulia Zerbo**  
Giulia.zerbo@erspa.com  
Tel. +39 349/5603156



---

---

*WE WAIT YOU!*

