



FREY LAUNCHES THE CONSTRUCTION WORKS OF MALMÖ DESIGNER VILLAGE: THE UPCOMING LARGEST PREMIUM OUTLET IN THE NORDICS

FREY develops Malmö Designer Village, set to become the largest premium outlet shopping destination in the Nordics at its opening in 2027. The official groundbreaking ceremony will take place on June 12th, 2025, bringing together representatives from FREY, ROS Retail Outlet Shopping (part of FREY Group), project partners - including Veidekke and Rioja Estates - as well as local authorities. The event will feature a symbolic first dig, and speeches from key project stakeholders.

From acquisition to groundbreaking



Malmö Designer Village marks FREY's first greenfield outlet development - and a bold strategic expansion for the Paris-listed group renowned for sustainable open-air shopping destinations across Europe. Operating as an in-house division of FREY since summer 2024, ROS Retail Outlet Shopping - one of Europe's leading European outlet operators - will take the lead in managing Malmö Designer Village and shaping its retail vision. Developed in partnership with Rioja, the project will embody FREY's DNA in customer experience and sustainability.

"Malmö Designer Village is much more than a new retail destination, it marks a strategic milestone for FREY and a bold step in our European expansion. As the first true Designer Village in Scandinavia, it embodies our ambition to bring FREY's model of sustainable, experience-driven retail to forward-thinking markets" says Antoine Frey, CEO of FREY.

"Together with ROS, now part of FREY since July 2024, we are setting a new standard in outlet retail, one that combines long-term value creation, environmental excellence, and a deep connection to place. The BREEAM 'Excellent' certification and the use of locally sourced materials reflect our commitment to creating spaces that are elegant, responsible, and rooted in Nordic culture."

+130 international and Scandinavian fashion & lifestyle brands

2027 Phase 1 opening

18,000 sqm Phase 1

26,000 total sqm GLA

~SEK 1.15 bn / €100 M - phase 1

3.8 million residents within 90 min.

A new hub for fashion, dining and lifestyle

The first phase of Malmö Designer Village will comprise approximately 18,000 sqm of retail space with 90 stores. A second phase will add 8,000 sqm, bringing the total GLA to 26,000 sqm. Once complete, Malmö Designer Village will be the largest premium outlet in Scandinavia, bringing together more than 130 international and Scandinavian fashion and lifestyle brands. Shoppers can expect year-round discounts of 30–70%, with a strong focus on high-quality brands. Blending accessible high-end labels with an inviting, open-air setting, Malmö Designer Village is set to redefine premium outlet shopping in Scandinavia.

One of the project's highlights will be SMAK & HYGGE, a carefully curated food hall inspired by the food halls of Malmö and Copenhagen. Designed as a vibrant and welcoming social hub, it will invite guests to linger, flavor and connect.



Strategic location and exceptional accessibility

Ideally located in the Malmö region, the village benefits from excellent transport links and close proximity to Copenhagen, southern Sweden, and parts of Norway. It sits within Scandinavia's largest catchment area, with 3.8 million inhabitants within a 90-minute drive - known for high disposable income and a growing appetite for international premium brands.

"Malmö Designer Village is set to redefine shopping in Scandinavia. Its location, brand mix and food concepts make it a unique go-to destination for both local and international visitors," says Thomas Reichenauer, Co-Founder of ROS Retail Outlet Shopping.

Built for the Future: Sustainability in every step

The architectural vision, led by Holder Mathias Architects, ensures that the village integrates seamlessly into its surroundings. Designed as a place for local life, Malmö Designer Village is expected to generate several hundred direct and indirect jobs.

A geothermal energy system will provide low-carbon heating and cooling for the buildings, significantly reducing reliance on fossil fuels.

On-site solar power generation will be made possible through the installation of photovoltaic panels across a large surface area. In time, this infrastructure could cover a substantial portion of the site's annual energy needs.

An ambitious landscaping plan includes the planting of ca 300 trees and a variety of local plant species, aiming to boost biodiversity, enhance air quality, and create comfortable shaded areas for visitors.

PROJECT PARTNERS

Owner/Investor: FREY

Operator: ROS Retail Outlet Shopping (part of FREY group since July 2024)

Development Partners: FREY, Rioja Estates

Construction Company: Veidekke

Architects: Holder Mathias Architects

Project Management: Sustend

--

About FREY

FREY's expertise covers the entire property value chain (as a developer, investor and manager) and it is a leading operator of open-air shopping destinations. Having invented the next generation of open-air shopping centres with its Shopping Promenade® concept and pioneered eco-friendly retail parks with its Greencenter® concept, FREY is a B Corp® certified mission-driven company and is fully committed to building a more responsible and greener society that is socially beneficial to its ecosystem and its stakeholders. FREY aspires to become Europe's leading operator of open-air shopping destinations (open-air shopping centres, retail parks and outlets). FREY is listed on compartment B of Euronext Paris. <https://frey.fr/en>

About ROS

ROS Retail Outlet Shopping, headquartered in Vienna, Austria, is specialised in retail real estate consulting and centre management of Designer Outlets and innovative shopping concepts across Europe. Since 2024, ROS is part of the French listed property group FREY. The ROS founders Thomas Reichenauer and Gerhard Graf are both committed professionals with many years of experience and knowledge in the European outlet market as well as recognized personalities in the industry. ROS covers all stages of a project from finding the right location to developing it to all aspects of operational management. Sustainable center growth is supported by a strong brand partner management, high quality retail and customer services standards as well as an innovative marketing approach provided by a professional senior management team. The portfolio of ROS across Europe includes Designer Outlet Soltau, City Outlet Geislingen, Designer Outlet Warszawa, Designer Outlet Gdansk, Designer Outlet Sosnowiec, Premier Outlet Budapest, Designer Outlet Algarve, Designer Outlet Croatia, La Torre Outlet Zaragoza, M3 Outlet Polgar, Designer Outlet Luxembourg, Designer Outlet Berlin, Designer Outlet Kraków, Malmö Designer Village and further new projects. ros-management.com