HalfPrice chooses Merlata Bloom Milano for its arrival in Italy in 2025: an exclusive experience that redefines shopping

On 9 May, the off-price chain HalfPrice – well-known throughout Central and Eastern Europe for offering thousands of international brands at exceptional prices – will open its first store in Italy, in Milan, in partnership with Nhood Services Italy.

This launch not only marks HalfPrice's debut in the Italian market, but also represents a strategic step forward for Milan's retail landscape.



Milan, 22 April 2025 – HalfPrice, with its selection of fashion, accessories and home products from top international brands at accessible prices, has chosen Merlata Bloom Milano for its Italian debut. On 9 May, the CCC Group's off-price chain will open its first Italian store inside this shopping and leisure destination.

Founded in Poland in 2021 and now operating more than 150 stores in 14 countries, HalfPrice is finally arriving in Italy this spring. Italian customers will be able to discover the retailer's extensive range of international brands at Merlata Bloom Milano. The new store, located on the first floor of the West area beneath the destination's iconic glass dome, will span over 5,000 square meters and showcase a selection of premium brands, offering a unique shopping experience focused on true value opportunities. The chain offers clothing, footwear, accessories, homeware and pet products, presenting thousands of international brands at competitive prices. This innovative off-price

concept stands out for combining high-quality products with attractive pricing, appealing strongly to Italian consumers. HalfPrice also offers a wide selection of unique brands from around the world, many of which were previously unavailable to Italian shoppers.

Anand Remtolla, Chief Commercial Officer of Nhood Services Italy, stated: "Bringing HalfPrice to Merlata Bloom Milano is a strategic decision that reflects our ambition for this asset: establishing Merlata as an iconic shopping destination in the city of Milan and a reference point for the Milanese lifestyle. We want Merlata Bloom Milano to be synonymous with unique experiences, where shopping, fashion, entertainment and dining come together to create one extraordinary all-in-one destination for our visitors."

"In HalfPrice, we have found the recipe for an exceptional shopping experience: beloved brands at unbeatable prices. With over 200 product categories available, I am confident everyone will find something special in our new store at Merlata Bloom Milano—something that highlights their unique style and personality," said Malwina Winter, Chief Operating Officer of HalfPrice.

Alessandro Ossena, Shopping Center Manager of Merlata Bloom Milano, commented: "With the opening of HalfPrice, Merlata Bloom Milano completes its fashion offering, continuing to establish itself in Milan as a destination for shopping and entertainment. With this opening, Merlata Bloom Milano confirms its role as a space of innovation for the retail world."

Nhood Services Italy supports retail operators in commercial real estate and urban regeneration. Thanks to this approach, Nhood has already successfully introduced several international brands to the Italian market, helping them identify the best growth opportunities and select the most suitable partners to expand their commercial and reputational presence in the country.

Nhood Services Italy *is an international real estate solutions company specializing in commercial real estate and urban regeneration. Backed by a consolidated global network—a holding company, AFM (Association Familiale Mulliez), and over 1,000 employees across 11 countries—Nhood works alongside clients and partners to create, activate and transform all asset classes, promoting a new urban vision: from retail to living, from offices to logistics, as well as mixed-use assets. Nhood brings together the main business areas of the real estate sector with solutions that help property owners, both public and private, as well as companies and brands, to create value and unlock their full potential. It collaborates with public administrations on projects of public interest, with the ambition of contributing to the development of more sustainable cities, and is committed to transforming existing assets into living places with a triple positive impact: People, Planet, Profit.* www.nhood.it

Merlata Bloom Milano *is the Lifestyle Center developed by Merlata Mall S.p.A., located at the heart of the largest urban regeneration project in Italy, in the northwest quadrant of Milan. As a commercial hub and connecting square between the Uptown residential district and the MIND Innovation District, it offers 70,000 sqm of new opportunities, featuring unprecedented brands and experimental concept stores, including: 210 retail spaces with 43 innovative F&B concepts, an Esselunga superstore, Decathlon with its new office hub, and the state-of-the-art NOTORIOUS multiplex cinema. Harmony with the surrounding urban park is ensured through the public square, the Sky Garden and the cycling path, along with architectural, technical and plant solutions focused on sustainability, offering the*

chance to experience "green" even in the city. www.merlatabloommilano.com | Instagram: @merlatabloommilano | Facebook: @merlatabloommilano

About HalfPrice

HalfPrice, launched in May 2021, is part of the CCC Group, one of Europe's leading omnichannel footwear and apparel retailers. The CCC Group manages its retail operations through well-known banners such as CCC, HalfPrice, eobuwie.pl, MODIVO, worldbox and Boardriders. For more information on HalfPrice, visit www.halfprice.eu.