

Beijing Capital Grand Opens its 6th Outlets in Nanchang

On 1 December, 2017, Beijing Capital Grand (1329.HK) ("Capital Grand" or the "Company"), the commercial property arm of Beijing Capital Land (2868.HK) ("BCL"), launched the Nanchang Capital Outlets (the "Project"), its 6th outlet project in China. The Project generated sales of more than RMB21.8 million and recorded customer traffic of over 1,800,000 in its first 3 days. It is the Company's second new outlet project this year following the launch of the highly successful Hangzhou Capital Outlets and marks a milestone as Capital Grand's first foray into central China. It also reflects the Company's strong competitive edge and highlights the scalability of Capital Grand's chained operation model.



Grand opening ceremony at the Nanchang Capital Outlets

As one of the ten youngest cities in China, Nanchang is known for its significant resources and vast pools of talent. Strategically located at the intersection of Xinjian District, the Economic Development Zone and the Honggutan New District in Nanchang – the 130,000 sq.m property boasts a distinctive combination of key elements of Chinese lifestyle and culture. The Project features over 300 shops, including international, fast fashion and outdoor sportswear brands, children's entertainment, theme restaurants, reading corners and 2,000 parking spaces. Coming soon will also be a trampoline park called "JUMP360", a 5,000 sq.m. IMAX cinema, and an 8,000 sq.m. supermarket. With all of these highly attractive features, the Project is poised to become the best shopping and leisure destination in Jiangxi

Province.



Shoppers flock to Nanchang Capital Outlets on opening day

Nanchang Capital Outlets offers a unique selection of stylish cafes and restaurants, and more than 150 fashion and lifestyle boutiques, including Chic Outlets Multi Brands Boutique, AIGNER, Nike, Adidas, Skechers, New Balance, Ordos, Besionia, Yinger, Rodrigo, Stella Luna, KFC, Taste of Caimi, and Yuemandajiang Classic Sichuan Hot Pot. In addition, a number of other international brands will be coming soon, including A. Testoni, ESCADA, Juicy Couture, IT, GANT, Guess and Starbucks etc.

Following the successful launches of Capital Outlets projects in Beijing, Huzhou, Wanning, Kunshan, Hangzhou and Nanchang, more projects will be unveiled in Wuhan, Zhengzhou, Jinan, Hefei, Xi'an, Chongqing and Kunming. Capital Grand will take advantage of its chained operation model and continue to enhance the leisure shopping experience in China as it aims to become the most valuable outlet operator in the country.



A bird's-eye view of Nanchang Capital Outlets

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