

Refurbishment Centres

Breuningerland Ludwigsburg Ludwigsburg - Stuttgart, Germany

The **Breuningerland Ludwigsburg** shopping centre is located in the town of Ludwigsburg, to the North of the Baden-Württemberg state capital Stuttgart, in the middle of the largest metropolitan area in Southern Germany.

Situated alongside and clearly visible from the region's national motorway, the centre is within easy reach of both regional and national road networks. It enjoys a primary catchment area of approximately 500.000 all within 15 minutes drive away by car

The shopping centre, developed by the upscale German department store chain Breuninger, initially opened its doors in April 1973. After a long period without any single refurbishment, the owner recently decided to reshuffle the declining attractiveness of the shopping centre on an everyday more competitive market. Therefore they invested € 93 million on a major refurbishment including a very large expansion of more than 20.000 sqm, and a full renovation of the pre existing parts.

Now, completely expanded and refurbished, **Breuningerland Ludwigsburg** offers a total of 56,000 sqm GLA of retail, containing 121 shops on three levels. A linear long mall has replaced the former 70s fractured layout, and it allowed new large units and anchors to become part of the centre. The department store itself adapted its layout and entrances but did not enlarge the size of its premises. Next to the shopping centre, 2 large car parks have been added, making a total parking area of 3,000 spaces.

The retail offer is focused on fashion and lifestyle, directly targeting the middle to upper end of the market, and offering brand names such as H&M, Zara, Esprit alongside the own brand new Breuninger store. Other tenants include a Tengelmann supermarket and a variety of regional shop owners. A large restaurant run by the centre owner, together with cafés, bars, family rooms, and childcare areas, all help to ensure a more pleasant and complete shopping experience to the centre customers.

From its re opening in September 2002, **Breuningerland Ludwigsburg**, with its renovated shopping mall, competitive new tenants, a new modern look, and new range of products and services, is retaking its initial position of being one of the top more attractive retail locations within the Stuttgart region.