



## **Outletcity Metzinger Opens “The Museum” –** A symbol emblazoned upon the history of Outletcity

Just 23,000 inhabitants small and yet world-famous: Metzinger has established a name for itself in international fashion that few other cities have achieved. Today, a large selection of premium and luxury brands attracts fashion lovers from all over the world to Outletcity. How this success story unfolded has been on display since the 25th of June in The Museum at Kanalstraße 6, which is also the originating location for Outletcity Metzinger, and can be discovered, explored and experienced there. It is a museum which Outletcity Metzinger presents as a piece of the city’s history and the mutual relationship between the destination and the city.

Outletcity Metzinger: the city of textiles, home to many and also where the world-renowned Hugo Boss company resides. Inside, the museum sheds light on the history from three different perspectives. The exhibition can be experienced through various senses and is addressed to a wide audience. The information is presented on several levels. *“The multidimensional*

*modes of interaction reflect the diversity of Metzinger. The guests can look forward to discovering new knowledge and diving deep into the emotions of exciting stories”* – Regine Schöllkopf-Pinakidis, COO of Outletcity AG

### **The Building’s Meaning**

The Museum is housed in a building constructed in 1877 that later became the Hugo Boss factory, which also housed the Boss and Holy family. In the 1970s, the first Hugo Boss factory outlet in Germany is opened and gains fame beyond the city’s boundary. “Still today, my favourite place at Outletcity is the old factory on Kanalstraße. Here is where the deepest stories are rooted, and the changes to the city and Outletcity can be best seen. There it is palpable, how much the city has changed. That is why I was particularly happy about our realising The Museum. The building itself is by far not the largest or architecturally the most demanding, but

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for me it is the most unusual and most valuable in terms of overall development.” – Wolfgang Bauer, CEO of Outletcity AG.

## Museum Concept

In cooperation with the agency, Goldmanart from Berlin, the creative team planned and realised the museum exhibition. The concept is very interactive, for example so-called “audio showers” tell the stories and personal thoughts on the different threads of history from the perspective of various Metzingen personalities like Uwe Holy (grandson of Hugo Boss) and Wolfgang Bauer. The city’s chronology is broken down into milestones that help to define the three threads of history selectively and forcefully depicted in three colours. The history of Metzingen and Outletcity can be experienced through large format pictures and small details, quotes, headlines of old newspaper articles and an interactive media table which also shows a time warp of the city layout.

## Renovation

The planning for the building renovations began as soon as the Hugo Boss Outlet stores moved to Hugo Boss Platz in late 2019. The floor area of the complete building is 1,398m<sup>2</sup>, spread over three floors. In cooperation with the renowned blocher partners architectural firm, the plans for the building’s redesign were laid and the renovation took 15 months. “Because the building was in unexpectedly poor condition after 124 years, the list worthy building needed to have some of its parts replaced or reinforced.” -Wolfgang Bauer. Almost all

of the companies involved in the project are located nearby.

## The Gallery

Parallel to the Museum’s kick-off, the Gallery, located in the same building, is showing an exhibition by the artist Romulo Kuranyi until June 29<sup>th</sup>. His works are impressive and immediately recognisable thanks to his unique style.

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## Brand portfolio

International premium and luxury brands

7 For All Mankind	Falke	Lululemon	Scotch & Soda
Adidas	Ferragamo	Mammut	Seidensticker
American Vintage	Fossil	Marc O'Polo	Skechers
Aigner	Furla	Max Mara	Storck
Alberta Ferretti	FTC Cashmere	MCM	Strellson
Armani	G-StarRaw	Mey	Sunglass Hut
Babor	Gant	Michael Kors	Superdry
Bahlsen	Gucci	Missoni	Swarovski
Balenciaga	Guess	Moncler	The Cosmetics Company
Bally	Hackett	Moschino	Store
Bogner	Haribo	Motel a Miio	The North Face
Boss	Hogan	Möve	Thomas Sabo
Bottega Veneta	Home & Cook	Nike	Timberland
Breitling	Hour Passion	Oakley	Tod's
Burberry	Hunkemöller	Olymp	Tom Tailor
Calvin Klein	Jack & Jones	Only	Tommy Hilfiger
Closed	Jimmy Choo	Pandora	Tory Burch
Coach	Jil Sander	Patrizia Pepe	Tumi
Coccinelle	Joop!	Paul & Shark	UGG
Columbia	Karl Lagerfeld	Peak Performance	Under Armour
Crocs	Kate Spade	Philipp Plein	Valentino
Desigual	Kennel & Schmenger	Polo Ralph Lauren	Vero Moda
Diesel	Kjus	Porsche Design	Versace
Docker	Kneipp	Prada	Vilebrequin
Dolce & Gabbana	L'Occitane	Puma	Watch Station
Douglas	Lacoste	Ravensburger	Windsor
Dsquared2	Lee	Roberto Cavalli	WMF
Dr. Martens	Le Creuset	Rösle	Woolrich
Ecco	Levi's	s.Oliver	Wrangler
Esprit	Liebeskind	Samsonite	Zwilling
Estella	Lindt	Sandro	
Fabiana Filippi	Longchamp	Schiesser	

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## News

### Communication & Events

From its own website with approx. 46 million hits per year to the dispatch of a successful newsletter to approx. 2.5 million subscribers to precisely tailored online advertising strategies, Outletcity Metzingen makes maximum use of its communication channels. In addition, the company profile is represented on the most important social media platforms. Channels such as Facebook, Instagram, TikTok, YouTube, LinkedIn and the Chinese platforms Weibo and WeChat are regularly filled with high-quality content.

\* By sales area or size - Market report "Outlet Centres in Europe", p. 31 (June 2024) produced by ecostra GmbH, [www.ecostracom/wp-content/uploads/2024/06/outlet-centres-europe\\_2024-06.pdf](http://www.ecostracom/wp-content/uploads/2024/06/outlet-centres-europe_2024-06.pdf)

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