

## VIA Outlets expands Landquart Fashion Outlet by over 20% to 27,000 m<sup>2</sup> GLA, elevating the destination's prominence in the DACH region

**LANDQUART, Switzerland, 16 April 2026** - VIA Outlets, owner-operator of Europe's most sustainable\* fashion outlets, today unveiled the extension of its Landquart Fashion Outlet in the Greater Zurich region. It boosts the floor area by over 20%, or 4,862 m<sup>2</sup>, to around 27,000 m<sup>2</sup> gross lettable area (GLA).

Landquart Fashion Outlet lies to the southeast of Zurich in the Graubünden region close to the border with Austria and Liechtenstein and is at the gateway to premier Swiss alpine resorts in the region such as St. Moritz, Davos, and Klosters. The expansion has added 15 new units, including expanded F&B offerings, and created a modernised architectural setup that seamlessly extends the centre circuit while elevating the arrival experience at the centre's southern entrance.

Landquart Fashion Outlet now encompasses around 100 stores, housing more than 170 premium brands across fashion, lifestyle, and sports. The expansion also delivers a meaningful economic boost to the Graubünden region, creating approximately 200 new jobs and further increasing its attraction as a destination for international travellers and local visitors.

**Otto Ambagtsheer, CEO of VIA Outlets**, said: "Our investment in the new extension of Landquart Fashion Outlet reflects our focused market repositioning of the centre in the past 12 years. Through our 3R strategy of Remodelling, Remerchandising and Remarketing, it has attracted many new premium brands and driven strong growth in brand sales and footfall. Landquart Fashion Outlets' success is further evidence of the broader trend in pan-European retail markets, with premium brands increasingly drawn to the fashion outlet centre format."

The extension brings several prominent international brands to Landquart, further sharpening the destination's premium profile. New openings include Coach, Carhartt WIP, American Vintage, Eleventy, L'Oréal, Läderach, and Birkenstock, enriching the appeal for style-conscious Swiss guests and cross-border tourists alike. Additional F&B concepts will follow throughout 2026, further enhancing dwell time and guest experience.

Several existing brand partners are using the expansion to elevate their presence: Nike, Calvin Klein, and PME Legend have relocated to larger stores within the newly developed area, introducing updated store concepts. A highlight of the expansion is the debut of Switzerland's largest Nike factory store, demonstrating the strategic importance of Landquart Fashion Outlet for leading international brands.

Ahead of today's opening, a new four-storey car park was also completed at the centre, increasing total capacity to 1,550 parking spaces, and delivered Switzerland's largest fast-charging park, featuring 30 EV charging points including 16 fast-chargers of up to 150 kW, ten chargers up to 50 kW, and four AC chargers for longer stays. All operations run on 100% renewable energy, underscoring VIA Outlets' commitment to sustainable development across its portfolio.



## NEWS RELEASE

**Marianne Wesselo Regional Business Director of VIA Outlets**, commented: “This expansion marks the next step in a journey that began in 2014 when VIA Outlets acquired Landquart Fashion Outlet. Following continuous upgrades in recent years, this new extension enables us to further strengthen the destination as a place where brands can grow and guests enjoy an experience defined by quality, contemporary design, and attention to detail all while advancing the sustainability initiatives that underpin our ambition to reach our Net Zero emissions target by 2050 across the portfolio.”

**ENDS**

---

*\*Global Leader for the Retail (Commercial Real Estate) Sector in the 2025 GRESB Real Estate Sustainability Benchmark report.*