



CENTRUM

CITY FASHION-CENTER

Instagram [@centrum_trk](#)

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Website [www.centrum-trk.ru](#)

CENTRUM

CITY FASHION-CENTER

GBA 24 900 sq.m

GLA 17 900 sq.m

Located in the absolute center of Simferopol,
the capital of Crimea /it's population more than 500 000 ppl/.
Population of Crimea is 2,5 mln.
More than 8 mln people visit Crimea during a holiday season.
Simferopol is a geographical, cultural, financial,
transport center of the peninsula.



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Uniqueness of CENTRUM MALL:

CENTRUM MALL possesses some unique offers on commercial real estate market of Crimea. Its target audience is middle and middle+.

A unique tenant mix:

MANGO, MANGO MAN, ARMANI EXCHANGE, U.S. POLO, CLARKS, MISS SIXTY, BUGATTI, ARENA, SPORT POINT, MUSTANG, SOHO, COLUMBIA, 5.11, INCANTO, RESPECT, L'ETOILE, EOBUV, POPILOV YACHTING, ELIS/LALIS;

kids shops:

DOCHKI-SINOKHRI, CHICCO, O'STIN KIDS, KOTOFEI, GULLIVER, MANGO KIDS.





Anchor tenants – 9620 sq. m:

- SPORTMASTER, O'STIN, FUNDAY, CHITAI-GOROD, DOCHKI-SINOCHEKI, DNS;
- Grocery store 5M-GURMAN with premium product matrix synergistic to target audience of the mall;
- Unique event-arena on the rooftop /2200 sq. m/ for social events;
- Skating rink, panoramic view restaurant, 5 halls cinema with Dolby Atmos technology, providing effect of complete immersion, lasertag ARENA.

The CENTRUM building is an architectural dominant of Simferopol's central part, its interior and exterior are made in art-deco style.

The facade of the building is crowned with a clock beating the city's anthem.

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MANGO





CENTRUM permanently holds universal and exclusive events for citizens:

- the biggest art-festival in Crimea;
- events at event-arenas;
- exclusive concerts and ethnic moovies, creative exhibitions;
- Kinder fashion show.

On a business card of the capital, CENTRUM has become a symbol of art activity, a meeting place and a comfortable stay for citizens.





Leaders of fast-food and restaurant business are represented in movie theatre «LUMEN» area, as well as, on summer rooftops:

- Black ★ Burger
- BLINBERY;
- GastroPub MEDUZA with craft brewery;
- Panoramic restaurant ORANGERY.

Opening soon:

Korean chicken KANNAM CHICKEN

Italian gelato YOGURTISSIMO





**A unique mix of goods for sports
and recreation works synergistically:**

■ SPORTMASTER;

■ 5.11;

■ SPORTPOINT;

■ POPILOV-YACHTING;

■ COLUMBIA;

■ CLUB PUTESHESTVENNIKOV
/JACK WOLFSKIN/.

■ ARENA;

■ PEAR;



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The very first «Black Friday Night» in Crimea was hosted in CENTRUM.

Creativity, target market audience focus, and constant media presence lead to the growth of customer loyalty and conversion. Attached are various advertisements previously used, as well as examples of video advertisements, posters, billboards, etc. That can be found on <https://vk.com/videos-122489205>





ADVERTISING ACTIVITY

CENTRUM constantly arranges significant advertising campaigns for the region:

- 10-12 billboards in best places of the capital.
- advertisement places of rest (aquaparks etc.), HoReCa channels.
- radio (5-7 channels);
- affiliate advertising /district «Gorod Mira», sport clubs, fitness, etc./;
- SMM.



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Время покупать!

**ПОДАРКИ
НИКТО
НЕ
ОТМЕНЯЛ!**

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CENTRUM

ПРОГНОЗ 2021

Все одежды сбудутся!

СИМФЕРОПОЛЬ, ул. СЕВАСТОПОЛЬСКАЯ, 62

CENTRUM

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~~ДОЛЮЙ ШОППИНГ-ДИЕТУ~~
УРА! ШОППИНГ SALE!

ТРК «ЦЕНТРУМ», СИМФЕРОПОЛЬ, УЛ. СЕВАСТОПОЛЬСКАЯ, 62

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CENTRUM
 ВСЕ ПРАЗДНИКИ С ВАМИ!

ТРК «ЦЕНТРУМ», СИМФЕРОПОЛЬ, УЛ. СЕВАСТОПОЛЬСКАЯ, 62

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CENTRUM

Великолепная сетька спортивных магазинов!

Симферополь, ул. Севастопольская, 62

Спонсоры: Columbia, 5.11 Tactical Series, Спортмастер, SPORT POINT, СЕТЬ СПОРТИВНЫХ МАГАЗИНОВ, arena, PEAK

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ПРОГНОЗ 2021

Все одежды сбудутся!

Симферополь, ул. Севастопольская, 62

CENTRUM

SALE!
 ШОППИНГ
...ну, вы в курсе...

ТРК «ЦЕНТРУМ», СИМФЕРОПОЛЬ, УЛ. СЕВАСТОПОЛЬСКАЯ, 62

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Время покупать!

ПОДАРКИ НИКТО НЕ ОТМЕНЯЛ!

Симферополь, ул. Севастопольская, 62

CENTRUM

НАСТРОИМ на ВЕСНУ!



www.centrum-trk.ru

@centrum_trk

ТРК «ЦЕНТРУМ», СИМФЕРОПОЛЬ, ул. СЕВАСТОПОЛЬСКАЯ, 62





1
ДЕКАБРЯ
в 18.30

Приглашение
НА «МОДНЫЕ ВЕЧЕРА»
В ТРК «ЦЕНТРУМ»

Тема вечерки: **СТИЛЬНЫЙ БАЗОВЫЙ ГАРДЕРОБ ОСЕНИ. ЗАВЕРШЕННЫЙ ОБРАЗ**



Для членов нашей группы **контакте**
участие в мероприятии бесплатное,
по предварительной записи.
Вступайте в нашу группу [VK.COM/CENTRUM_SIMF](https://vk.com/centrum_simf)
и приглашайте на модное событие осени.
Количество мест ограничено.
Мы ждем вас на нашей модной тусовке. Будете стильными!
Партнеры вечерки:
модные бренды: *benetton, zaklady - MANGO, a.Oliver, O'NEIL*,
Л.Эрмел и компания Mary Kay.

ТРК «ЦЕНТРУМ», ул. СЕВАСТОПОЛЬСКАЯ, 62, 2 ЭТАЖ

27
ЯНВАРЯ
в 16.00

Приглашение
НА «МОДНЫЕ ВЕЧЕРА»
В ТРК «ЦЕНТРУМ»

Тема вечерки: **КАК СТИЛЬНО И ПРАВИЛЬНО ОДЕВАТЬСЯ
НА РАСПРОДАЖАХ**



Приветное дополнение:
РОЗЫГРЫШ ПОДАРОКОВ ОТ ПАРТНЕРОВ
Для членов нашей группы **контакте**
участие в мероприятии бесплатное,
по предварительной записи.
Вступайте в нашу группу [VK.COM/CENTRUM_SIMF](https://vk.com/centrum_simf)
и приглашайте на модное событие весны.
Количество мест ограничено.
Мы ждем вас на нашей модной тусовке. Будете стильными!

ТРК «ЦЕНТРУМ», ул. СЕВАСТОПОЛЬСКАЯ, 62, 2 ЭТАЖ



PROSPECTS

1. Already today in an architecturally adjacent building next pool of businesses are functioning:

- furniture center;
- mix of various dance schools, theater studios, wrestling sections, driving courses;
- trampoline center;
- MMA ARENA;
- BORODA GYM.

We believe in the near future to adapt all of the above activities and businesses into a single concept with the CENTRUM shopping center.





2. Project «ULEI»

A separate two-floor building will be occupied by various art studios, workshops of artists, sculptors, a TV studio with daily broadcasting. Center of gravity for creative citizens. Planned courses under the guidance of world-famous masters. Daily activity for arrangements of festivals, exhibitions, master classes, etc.



3. Event arenas:

- the largest summer cinema in Russia;
- club activity;
- festivals, concerts;
- exhibitions;
- CENTRUM biennale.

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In order for fashion retail formats to operate effectively CENTRUM has been permanently hosting trainings for:

- Assortment matrix planning
- Merchandising
- Purchase order management
- Budgeting
- Logistics
- Private label creation



We engage experienced buyers that specialize in men's, women's, and kids' fashion, including footwear and accessories. Our outsources specialists communicate with various trademarks, such as: fast-fashion – MANGO, ARMANI EXCHANGE, as well as more conservative brands – AUREL, UNQ, CALVIN KLEIN, PUMA, in footwear – CLARKS, GEOX, SKECHERS, VICO. As for the sales team and personnel trainings we engage psychologists, senior managers of stores such as: ADIDAS, SPORTMASTER, L'ETUAL directors of business development within various retail chains.

Centrum's marketing team is constantly involved in the growth and development of new brands on Crimean market, such as: INCANTO, ELIS/LALIS, SPORT POINT, RINASCIMENTO.

We believe that this unique approach of seeking out new brands, opportunities and its promotion positively and effectively influences the work of other CENTRUM tenants and partners.

Additionally, we help local designers and investors in developing and promoting their own brands within different markets: CIS, Europe. Some successful examples of our work includes brands like "MIA", L.A.B. by TERNOVSKAYA and chain of stores ONLY ITALY.

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According to results of the republican competition by the Decision of the Ministry of Industrial Policy CENTRUM Mall was awarded «The best shopping and entertainment center of Crimea» and by the results of online voting CENTRUM got the title of «People's brand».

