

CENTAR KAPTOL

Market

On Valentine's Day 2000, at the very location of the former shoe factory Astra, Centar Kaptol was formally open and introduced to the public. Most special feature of its rich offer, which in most part relies on world famous fashion brands, was soon recognized by the inhabitants of Zagreb's residential area in which it is situated, as well as by every other high quality merchandise and service enthusiast. Precisely for that reason, Centar Kaptol has an air of cosmopolitanism. Aside from accents from every corner of Croatia, its halls are home to many different languages. Due to its commercial offer as well as one of the most advanced solutions of modern architecture, Centar Kaptol made its way towards the top of the list of „must see“ locations in Zagreb.

Achievements

Professional acknowledgements for the architectural solution of Centar Kaptol started arriving during its construction process. Architects and urbanists concur that it represents a highly successful interpolation into the ancient city nucleus. With respect to the affluent historical heritage which surrounds Centar Kaptol, as well as with respect to the exciting everyday lifestyle, elegant urban architecture affiliates six buildings into one, unique complex. Its outer and inner architecturally indented areas are additionally enriched by parks, fountains, passages and bridges. With such an architectural solution, prerequisites for a successful display of an exquisite and carefully selected offer by Centar Kaptol have been made. By offering high-quality fashion, home accessories, gastronomy and fun related services as well as beauty and healthcare ones, Centar Kaptol has been attained the epithet of a new urban consumers' culture development leader. That implies not just promoting a special kind of lifestyle, but also attentive harking of potential consumer's wishes and needs. According to the researches of quality of its services, Centar Kaptol is one of the most pleasant shopping sites in the country. In order to maintain that status, Centar's management performs its work with great passion and dedication.

History

Following world trends of constructing luxurious shopping malls within ancient city nucleus, Zagrebačka banka - the owner of the parcel of former shoe factory Astra, decided to build a commercial-business type complex which would make the most beautiful European metropolis proud. The construction process, that took three years, began in 1996. The end result is a 100 percent Croatian product. Along with domestic investors, Centar Kaptol was designed by Croatian designers and constructed by domestic exponents. Its management is all Croatian, as well. Aside from a series of stores which brought a variety of world renowned fashion brands to Zagreb, as well as gastronomy facilities of a unique tender such as the Japanese restaurant Takenoko, Centar Kaptol was the first in Croatia to include a complex of movie halls. With the original three, in 2004 additional two were built. Movie halls, as well as most of the remaining locations within Centar Kaptol, are being leased. The income, acquired by that manner, makes Centar Kaptol a successful member of Zagrebačka banka group.

Product

120 companies do business with their base in Centar Kaptol. Most of them are linked to trading shoes, clothes or fashion accessories by world renowned fashion brands. By the mid 2008, that list was completed by brands which occupy world's fashion throne. Thanks to the exceptional characteristics of Centar Kaptol, the concept store Nicolas was opened on its third floor. In there, exclusive fashion enthusiasts can find recent collections by Alexander McQueen, Diane von Fustenber, Michael Kors, Giambattista Valli, Pierre Hardy, Marc Jacobs, Valentino, Lanvin, Zagliani and Stella McCartney. One can also find Missoni, Chloe and Burberry, or I Pinco



Pallino and Baby Dior for children. For those with exclusive design demands within their living space, there's an offer of exquisite furniture line Moooi. Therefore, Centar Kaptol has more than obtained the epithet „temple of fashion“, and the Croatian capital a commercial centre that its inhabitants of the most aesthetic taste deserve. Special praise for that accomplishment was personally expressed to the management of the Centar by some of the most influential individuals of the fashion industry. Among them, representatives of the houses Gucci, Christian Dior, Gianfranco Ferre, Stella McCartney and Chloe.

Due to its appearance, tender and the lifestyle it promotes, Centar Kaptol has become one of the inevitable destination for tourists while on a city tour. Aside from world renowned brands, there they can also find autochthonous Croatian ones. Thanks to the Izvorno.hr store, visitors can get acquainted with the finest scents and tastes of traditional Croatian foods and beverages. At the same time, they can experience the true Zagreb way of life. Retired people choose Centar Kaptol to drink their first morning coffee while browsing through the daily newspapers; business people arrange important lunch meetings in one of Centar's exclusive restaurants and, in the early evening, Centar Kaptol becomes a frequented destination for distraction and entertainment.

Except being able to enjoy current blockbusters, visitors of 5 Centar Kaptol's movie halls can also savor thematic movie cycles. As the evening approaches, a cozy, chill out atmosphere of Centar's cult clubs takes over and imbues the area.



For every visitor who wishes to relax his/her body and spirit, Centar offers cosmetic and hair parlours, health and wellness centre as well as a special pool and a play room for children. In order for its customers to take home as many good vibrations as possible from Centar, yonder stores offer a great selection of home accessories.

Along with sales areas, Centar Kaptol contains office ones, as well. Because of their quality, but also their location which implies the vicinity of Zagreb's many significant institutions, Centar Kaptol accommodates - among others - British American Tobacco, Schering-Plough, Cap Gemini, Croatian Bank Association, VIP bureau of Bank of Zagreb, ZANE, Consulate of Pricipality of Monaco and the Australian Embassy.

To make sure that the time spent in its environment is even more pleasant for its visitors and people employed within the complex, Centar Kaptol continues to implement new technologies into the business activities. For example, along the hallways, one can encounter touch screens which contain useful information. And in the basement there is a garage, which holds up to 520 vehicles and has parking charging machines. The garage in question was the first one in Zagreb to offer prepaid parking tickets.

Recent Developments

In order to make its offer truly unique, during the last year Centar Kaptol has been dedicating most attention to the selection of new contractors as well as to consulting with existing ones on a mutual development strategy. Precisely thanks to that, Centar Kaptol is, among others, home to Heruc Gallery, Fedoors, Max & Co, Hugo Boss, Lacoste, Navigare, Staccato - Porsche Design, Wolford, MIM Design, Rosenthal and Wedgwood. The list of prestigious fashion brands was recently updated by Lancel and Marella and, in the near future, Ermengildo Zegna will be a part of the prominent club, too. That kind of evolution has justifiably made Centar Kaptol a premium lifestyle centre.

Promotion

Throughout all marketing activities the guiding motto of Centar Kaptol is „Gratify yourself with something more!“ That's the message that inspires potential visitors to add new beauty to their everyday life. Except with ear - and eye - catching radio advertisements and adverts in high-edition magazines, Centar

Svakidašnja potreba.



U Centar Kaptol na više od dvije tisuće centarističarica i centarista, svake godine organiziramo brojne događaje, izložbe, koncerte, predavanja i humanitarne akcije, a posebno za djecu i mladež. Sve to radi da bismo našim posjetiteljima pružili najbolju uslugu i omogućili im da se osjećaju kao u svojoj kući. Centar Kaptol. Događajte se s nama.

another type of events. They are called Long Thursdays. The concept implies extending working hours every Thursday until 23 o'clock as well as offering additional facilities which would attract visitors. The form has been so successful that some cultural institutions accepted the idea.

Centar Kaptol has established a special connection with Croatian Science and Arts Academy's Gliptoteka. As part of collaboration in the realization of two Croatian sculptor Triennales, Centar offered its ground floor to Gliptoteka as an extended exhibition area. Thanks to that kind of cooperation, many of Centar's visitors have taken the time to extend their visit and see the exhibition. All projects in Centar Kaptol related to art are being held under the motto „Hungry for Art“. That implies the display of major painters' and sculptors' works throughout the hallways of Centar Kaptol as well as concerts of some of the best Croatian classical and contemporary performers. With the intent of encouraging talents of our youngest visitors, Kids' rush hours are regularly organized. They include concerts of the most talented musical schools attendants, children's choirs and dance groups.

Kaptol Life & Film Festival is a project whose goal is not only to introduce the public to the cinematography of a specific country, but also to get the audience acquainted with different segments of its habitants' lives. First festival, organized in cooperation with the Australian Embassy, was held in January 2008 and was dedicated to Australia. Within a week, 10 Australian movies were screened and, among other things, visitors could enjoy the appearances of a group called Descendance which performs traditional Australian native dances and autochthonous Australian meals and beverages.

While forming and performing its

promotional activities, Centar Kaptol collaborates with leading Croatian marketing agencies as well as PR ones.

Brand Values

Centar Kaptol has been recognized as a premium lifestyle centre. Its top quality merchandise and service tender is an ideal foundation for the lifestyle of people with exquisite taste. In order to maintain its uniqueness on Croatian market, Centar Kaptol keeps its step with global trends all the time.

Part of its reputation is due to its social responsibility and sensibility. As a part of its humanitarian actions, it firmly supports the initiative to fight breast cancer and the work of children's orphanages.

www.centarkaptol.hr



THINGS YOU DIDN'T KNOW ABOUT...

Centar Kaptol

- Musician and painter Jadranka Ivaniš Yaya held her first exhibition in Centar Kaptol in March 2000.
- Centar Kaptol nourishes good relations with Croatian designers, as well. Ivica Klarić held his first show in October 2002 in Centar's garage, and the hostesses of Centar Kaptol wear Ivona Martinko's designs regularly.
- Unique gift certificates, pads, pens and bags with Centar Kaptol's logo were designed by Marijana Omazić.



Naslov: Ukradeno vrijeme, 2006.
Dimenzije: 10x10x8
Keramika, baršun, organski materijali.

Kaptol gives great importance to its own communication canals. Among them are a web page, newsletter and Tkalca News, the first magalog in Croatia. The magazine is being issued four times a year in 20000 copies and, since it's aimed for a targeted group of visitors, most part of those magazines are being mailed to entrepreneurs, doctors, dentists, lawyers, public figures and others who make the request to receive it.

Aside from being popular for its vastly renowned Valentine's Day birthdays, Centar Kaptol also became famous for



Naslov: Bez remensku kaptola, 2006.
Dimenzije: 25x15x7
Koža, gvozdica, metal.

Gladni umjetnosti?