

# CENTAR KAPTOL

## Market

On Valentine's Day 2000, at the very location of the former shoe factory Astra, Centar Kaptol was formally opened 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. Being one of the first shopping centers in Croatia, the management of Centar Kaptol had to adapt the theory of managing shopping centers to the given environment. Namely, its surrounding and the consumers on which it is focused, have their specificities. By taking care of their wishes, necessities and pleasures, by quality presentation of its offer, by accompanying technological achievements and finally with the characteristic location, Centar Kaptol has successfully positioned itself on the market and advanced Croatian retail trade with its high standards. It is surely one of the rare places in the country that enables top foreign brands presentation according to strict rules of the business policy of their headquarters. While shaping the unique and attentively chosen offer, the management of Centar Kaptol has paid attention to the criteria of diversity as well as to the quality of products and services. 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. In order to maintain that status, Centar's management performs its work with great passion and dedication. Centar Kaptol employees are the only ones in Croatia attending education programs organized by the International Council of Shopping Centers. Their knowledge and experience have brought Centar Kaptol its first Superbrands international recognition in 2008, and another one a year after. The managements of companies which build shopping centers in Zagreb or rent business premises, have exceptional appreciation for Centar Kaptol's



know-how, and that kind of valorization on the part of profession is a special acknowledgment.

## 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, constructed by domestic exponents and has Croatian management ahead 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 Furstenberg, Marc Jacobs, Valentino, Larwin and Stella McCartney. One can also find Christian Louboutin, Missoni, Chloe and Burberry, or F. 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 center 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 Ferré, Stella McCartney and Chloe.

Due to its appearance, tender and the lifestyle it promotes, Centar Kaptol has become one of the inevitable destinations for tourists while on a city tour. Aside from world renowned brands, there they can also find autochthonous Croatian ones. 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 further body and spirit, Centar offers cosmetic and hair parlours, health and wellness center as well as a special pool and a playroom 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 Principality 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. Also, the center has 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 existing ones on a mutual development strategy. Precisely thanks to that, Centar Kaptol is, among others, home to Ermenegildo Zegna, Lancel, Heruc Gallery, Ferdors, Marella, Max & Co, Lacoste, Navigare, Staccato - Porsche Design, Wolford, MM Design, Rosenthal and Wedgwood. Although recession has reflected upon the real-estate market, which includes renting business premises, Centar Kaptol still receives offers from potential contractors daily. Due to its premium lifestyle center status, management of Centar Kaptol selects with



great attention those whose brands are at the same level of the brands already represented.

## 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. Besides with ear- and eye-catching radio advertisements and adverts in high-edition magazines, Centar 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 20,000 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.

Among its attractive promo-materials, Centar Kaptol has received special compliments for the brochure made for presentation to foreign guests. To make it even more accessible, the brochure can be

found in the Tourist information centre and in all important hotels in town.

Aside from being popular for its vastly renowned Valentine's Day birthdays, Centar Kaptol also became famous for 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 Gljototeka. As part of collaboration in the realization of three Croatian sculptor Triennales, Centar offered its ground floor to Gljototeka as an extended exhibition area. Thanks to that kind of cooperation, a bridge has been created, bridge that made many of Centar's visitors take 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.

Centar 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 dedicated to Australia. While that sort of events are aimed at a

wide circle of visitors, special events are organized for the people from public life. With attractive premiers like the one for Coco Chanel film and with exclusive fashion shows, Centar Kaptol gains a large portion of media space. According to MediaNet agency analyses, media publications related to Centar Kaptol are entirely positive. To make the cooperation with the media even more successful, the center builds a partner relationship. A particularly quality cooperation is the one with Gloria; so it is not strange that Centar Kaptol has been the host of

presentation of new editions of Gloria luxurious magazine called Gloria Glam several times.

While forming and performing its promotional activities, Centar Kaptol collaborates with leading Croatian marketing agencies as well as PR ones. Among them are Studio Hendrih and Pronsus komunikacije.

## Brand Values

Centar Kaptol has been recognized as a premium lifestyle center. Its top quality merchandise and service tender are 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](http://www.centarkaptol.hr)



## THINGS YOU DIDN'T KNOW ABOUT ...

### Centar Kaptol

- Tkalca News columnists are Nenad Korkut, Rene Balalović, Milana Vlačić and Ivana Karapandić.
- 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 Ivana Martinko's designs regularly.
- Special Centar Kaptol Christmas gifts in 2008 were designed by Nenad Soviļ, a leading young Croatian designer of jewellery.
- Centar Kaptol is the favorite shopping center of successful business people but also Croatian television, theatre and music stars.