



IMMOBEL
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PRESS RELEASE

Non-regulated information

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IMMOBEL announces that INFINITY Shopping will open on December 12th

IMMOBEL announces that the INFINITY Shopping retail area will open on December 12th. The European district will now have a wide range of shops and services available right on its doorstep.

The 22 cafés, restaurants and shops of the INFINITY shopping zone will open their doors to the public at large on December 12th. A Delhaize supermarket with a particularly well-thought-out delicatessen service, themed restaurants, a bakery, take-away dishes, a wine bar, a fitness and beauty centre, a hairdresser and yet more facilities dedicated to making daily life more comfortable, will now be available right on the doorstep of the European district at Kirchberg.

The perfect neighbourhood

In 2015, IMMOBEL responded to a European consultation organised by the Kirchberg plateau planning fund (Fonds d'Urbanisation du plateau de Kirchberg) to develop a mixed use real estate project at the entrance to the European district, and to include housing, shops, services, restaurants and cafés. Winning the competition, the INFINITY project was convincing thanks to its 'Live. Shop. Work' concept, promising to respond to the needs of a population looking for services and comfort right to hand.

"The people within a city are always looking for more facilities in their daily routine: do a little shopping, pick up a meal from the delicatessen, drop off the dry cleaning, a bit of sports activity, a last minute gift... and without having to make too many trips... Having everything within arm's reach is a luxury which enables us to make the most of our days and dedicate precious time to what really matters. This is the reason we have elected to bring local retailers here, well known to Luxembourg inhabitants for their quality and for the immediate benefit they offer in terms of quality time." declares Olivier Bastin, CEO of IMMOBEL Luxembourg and developer of the INFINITY project.

Currently in the process of installation, the shops are spread over two levels and located around a forecourt for use by the public, encouraging relaxation and conviviality, and which is bordered by a monumental staircase.

Connected to the 'Europe' car park by an underground passage, the site is very well served by soft mobility possibilities, in particular thanks to the 'Philharmonie-Mudam' tram stop right at the doorstep of the shops.



A range of shops, services, restaurants and cafés dedicated to comfort in daily life.

Convenience

Proxi Delhaize
5 à Sec
Tango
Optic 2000
We love to travel
Natur
Citabel sports
Leonidas

Wellness & Care

Jims Fitness
Wellnext
NM Coiffure
Planet Parfum

Eat & Meet

Cocottes
Paul
Aka
Munhoven le Chai
Golden Bean
L'Osteria
Lounge Act

To keep updated with news and the launch campaign: register to INFINITY Shopping on Facebook and Instagram.





For more information:

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About the IMMOBEL Group

IMMOBEL is the largest listed real estate developer in Belgium. Since it was founded in 1863, the Group has been developing and marketing innovative urban projects that respond to the needs of cities and their inhabitants. Thanks to its intelligent strategy and its 200 experts, IMMOBEL has managed to extend its expertise to the residential, office, commercial, mixed urban development, housing estate and hospitality sectors, reaching a market capitalisation of around €600 million, establishing it as a market leader. IMMOBEL is continuing its expansion across Europe with a portfolio of more than 1,000,000 sqm of developments in 6 countries (Belgium, the Grand Duchy of Luxembourg, Poland, France, Spain, Germany) and exercises its social responsibility by donating part of its profits to supporting charitable projects in the areas of Health, Culture and Social Inclusion. The Group is implementing a sustainable vision of urban development and is working to become a company conscious of its CO2 impact.

For more information www.immobelgroup.com