THE NEW ORANJERIE

ORANJERIE

SHOPPEN • GENIETEN • ONTMOETEN

Aberdeen Standard Investments

THE ORANJERIE REFURBISHED

ORANJERIE

Oranjerie, the shopping center in the heart of Apeldoorn, is currently undergoing major redevelopment works. It was built in 1993 with great international allure and is now, almost 25 years later, being redeveloped for a new future in shopping. The refurbishment by London architect Dunnet Craven commenced in Q4 2017.

The refurbishment works in the Hoofdstraat axis are completed and the new Hoofdstraat entrance is open. The second axis will follow around summer 2019. This “New” Oranjerie will offer an exciting retailers mix, with national and international brands such as TK Maxx, Mango and New Yorker and inviting cafes.

Apeldoorn

doppio
HOOFD STRAAT
KOFFIE · LUNCH · BEER

1907

APELDOORN

80.000M²

RETAIL FLOOR AREA
CENTRE APELDOORN

300

RETAIL UNITS
CENTRE APELDOORN

1.572

PARKING SPACES
CENTRE APELDOORN

ORANJERIE

20.000M²

RETAIL FLOOR AREA
ORANJERIE

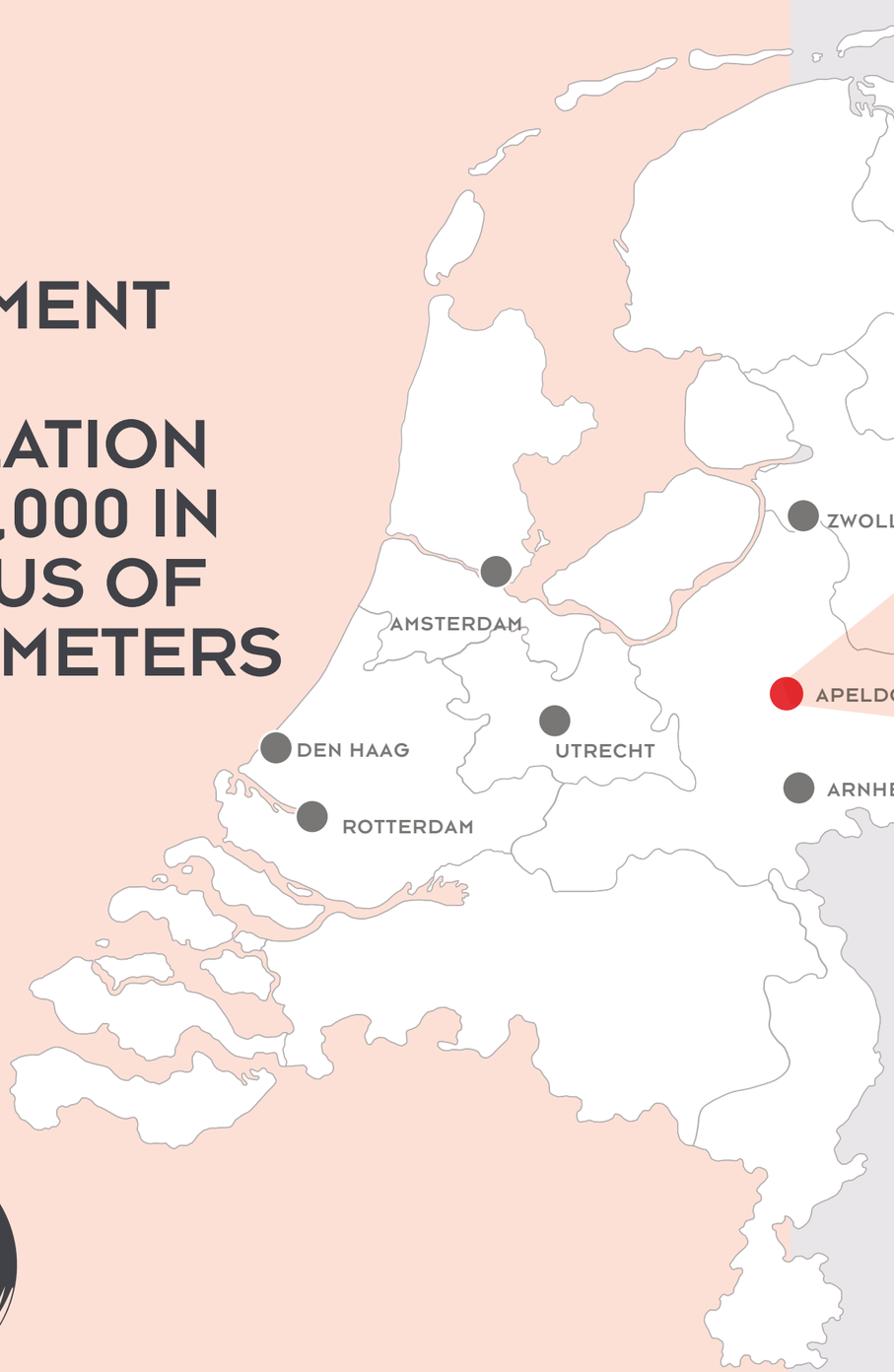
42

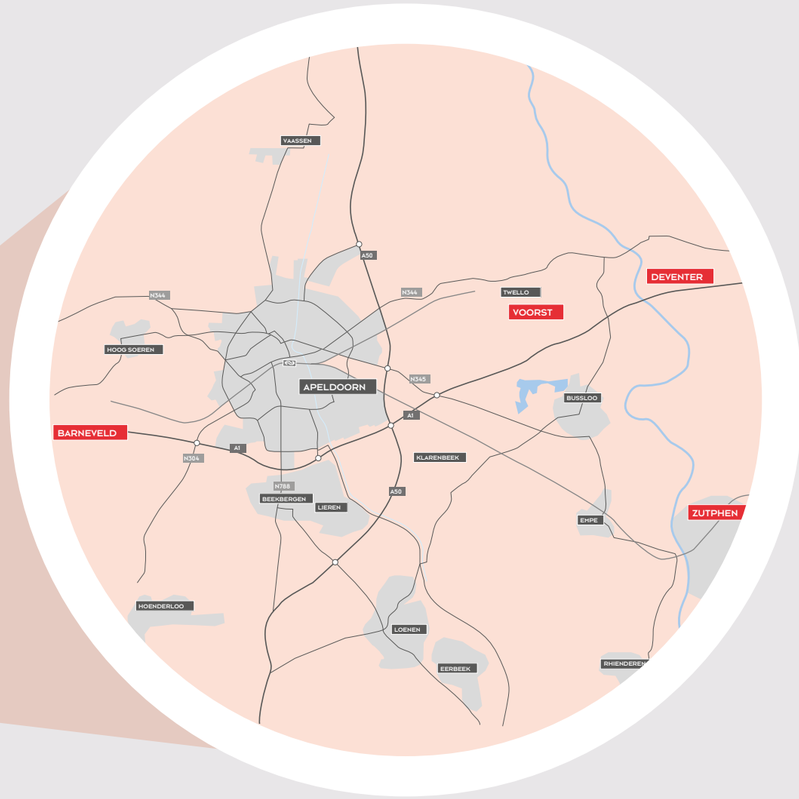
RETAIL UNITS
ORANJERIE

517

PARKING SPACES
ORANJERIE

CATCHMENT AREA POPULATION OF 260,000 IN A RADIUS OF 10 KILOMETERS





TOP 15
LARGE CITIES

160,000
APELDOORN POPULATION

175,000
POPULATION GROWTH UP TO 2040

ABOVE AVERAGE
LEVEL OF INCOME

275,000 M²
RETAIL FLOOR AREA APELDOORN

ORANJERIE

OUR CUSTOMERS

ORIGIN

Apeldoorn (location):	71%
Elsewhere:	29%

AGE

< 35 years old:	29%
35-55 years old:	41%
> 55 years old:	30%

VISITORS

Well-Earned Comfort	14%
Middleclass Contentment	10%
Kids and Careers	10%

ORANJERIE

ACCESSIBILITY

BY CAR

517 SPACES

BY BUS

26 LINES

24/7 PARKING

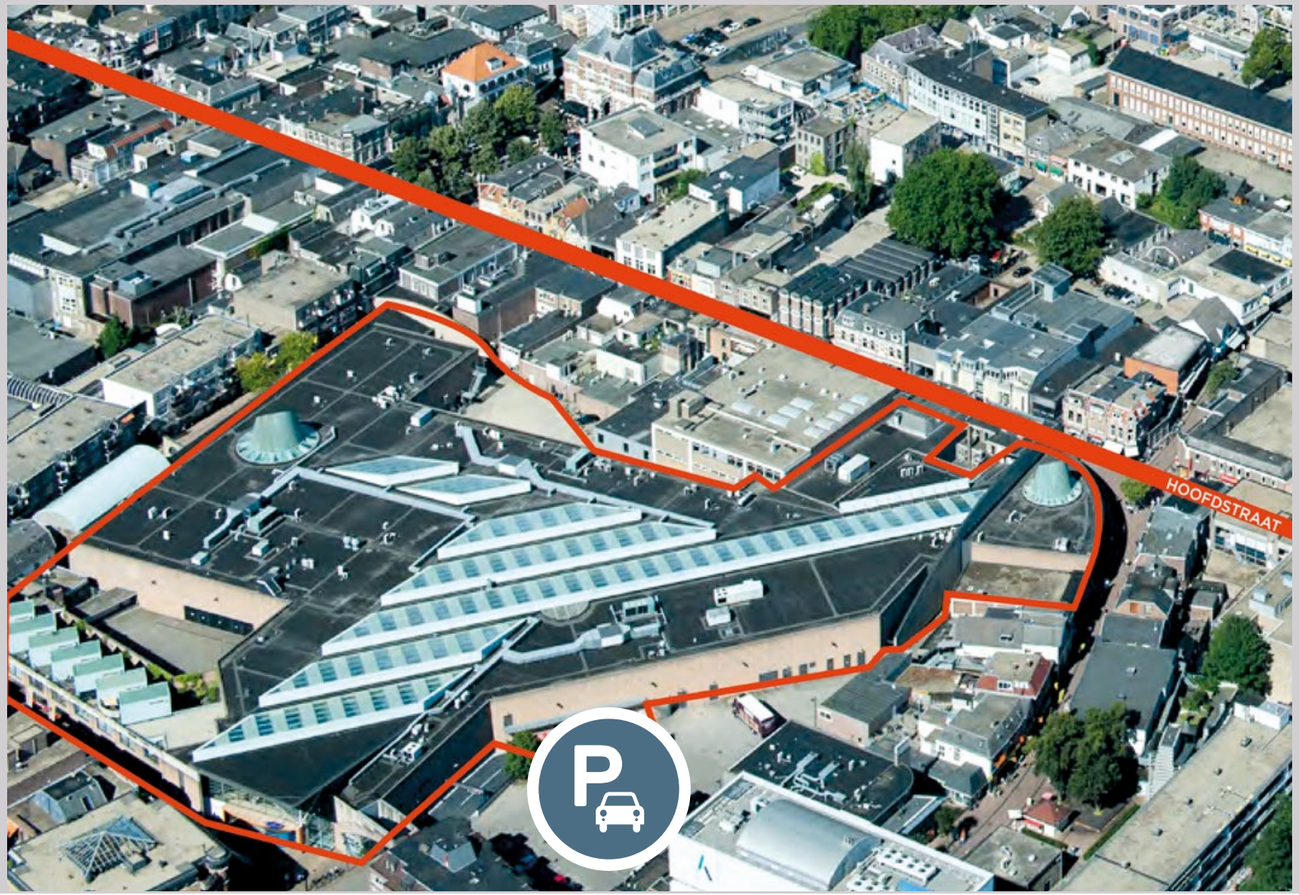
PARKING ORANJERIE
IS MAIN PARKING
APELDOORN

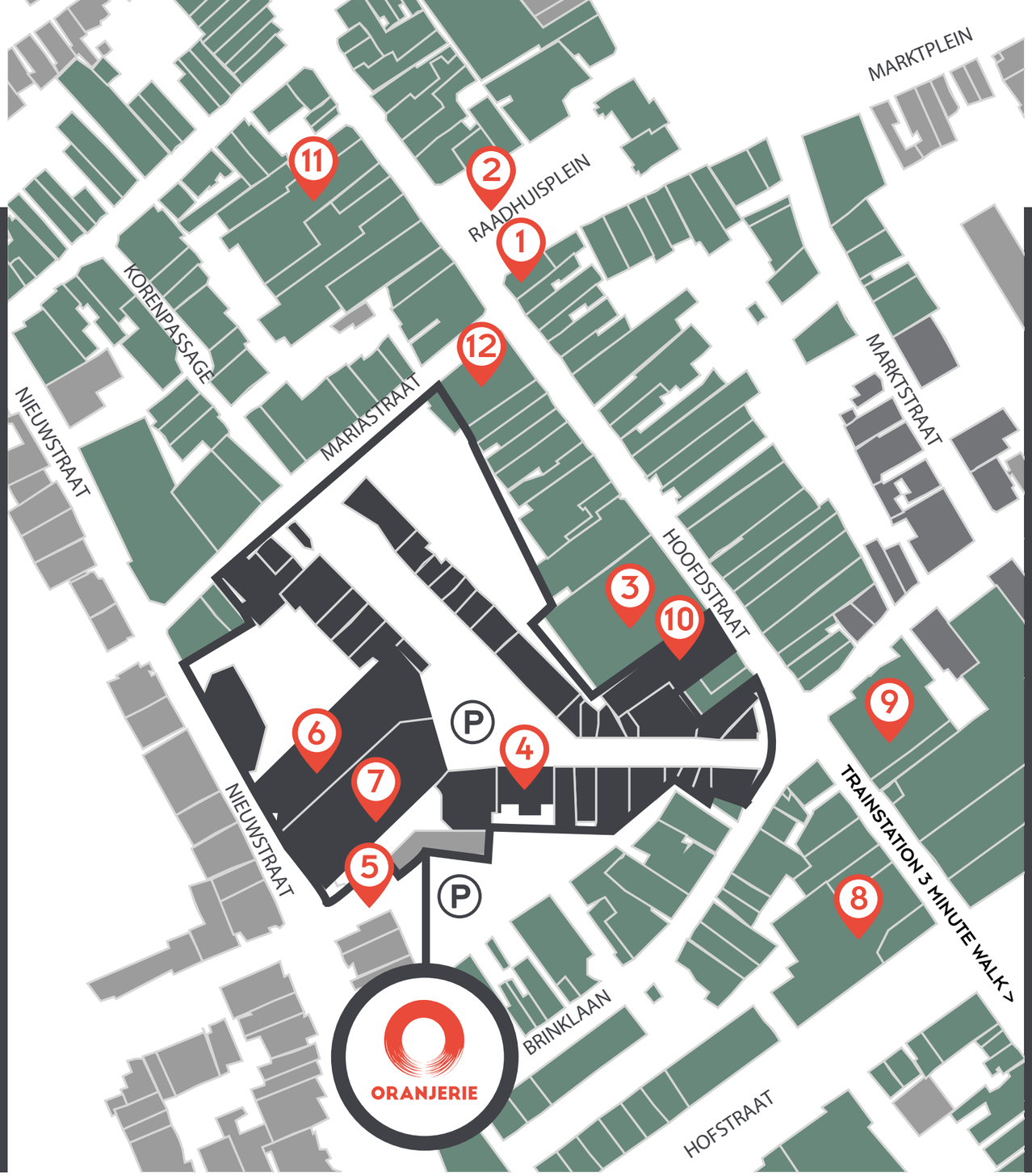
BY TRAIN

INTERCITY
STATION

BY BIKE

360 FREE
GUARDED STORAGE
SPACES





LOCATION

1. RITUALS
2. HOTEL, GRANDCAFÉ AND TERRACES
3. HEMA
4. MANGO
5. Q-PARK ORANJERIE
6. TK MAXX
7. NEW YORKER
8. C&A
9. KRUIDVAT
10. ZARA
11. THE STING
12. COOLCAT

Transformation

ORANJERIE

DEVELOPMENTS ORANJERIE

- New floor
- New double height shopfronts
- New entrances
- New elevators and escalators
- New Anchor tenants TK Maxx, New Yorker & Mango
- Improved lighting
- Improved sight-lines and routing

FOCUS ON *Fashion* AND FOOD

FOCUS ON
NATIONAL & LOCAL
Brands

NEW ENTRANCE

Hoofdstraat

ORANJERIE

LEVEL HOOFDSTRAAT

LEGEND

- ANCHOR TENANTS
- RETAIL
- FOOD & BEVERAGE

BUSINESS
TRIP

NEW ENTRANCE

Mariastraat

ORANJERIE

LEVEL MARIASTRAAT

HOOFDSTRAAT

ENTRANCE

ENTRANCE HEMA

ZARA

BRINKLAAN

READ SHOP

BOONSTRA OPTIEK

EXPEDITIEHOF MARIASTRAAT

NOPPIES

NAME-IT

JEANS CENTRE

ENTRANCE

BEVER

MARIASTRAAT

MANGO

EXPEDITIEHOF NIEUWSTRAAT

TK MAXX

ENTRANCE PARKING

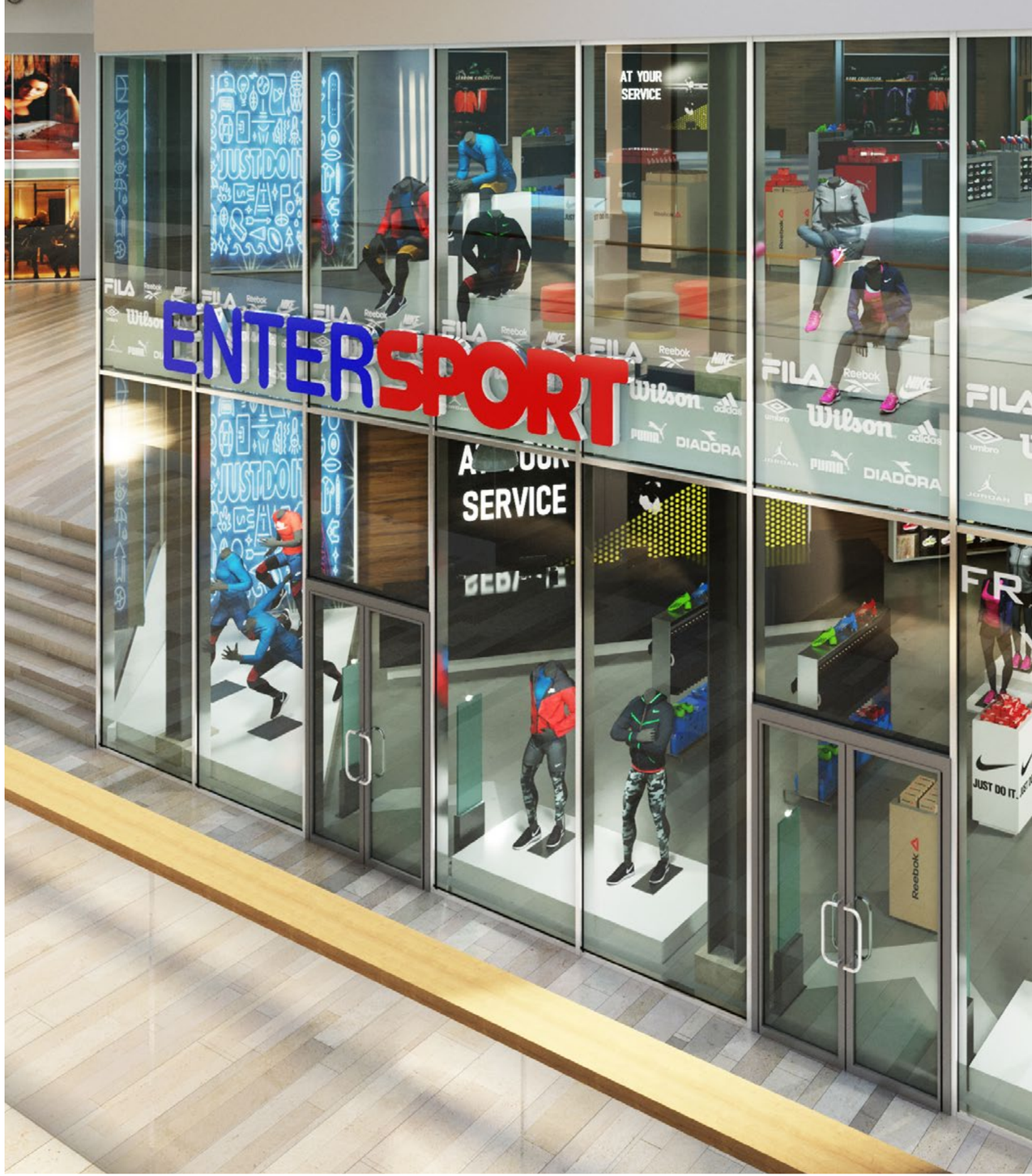
NIEUWSTRAAT

LEGEND

- ANCHOR TENANTS
- RETAIL
- FOOD & BEVERAGE

UPPER FLOOR

JUST DO IT.
JUST DO IT.


ENTERSPORT
AT YOUR SERVICE
SERVICE
FILA
Reebok
Wilson
adidas
PUMA
DIADORA
JUST DO IT.

FOCUS ON

Architecture

AND DETAIL

Marketing

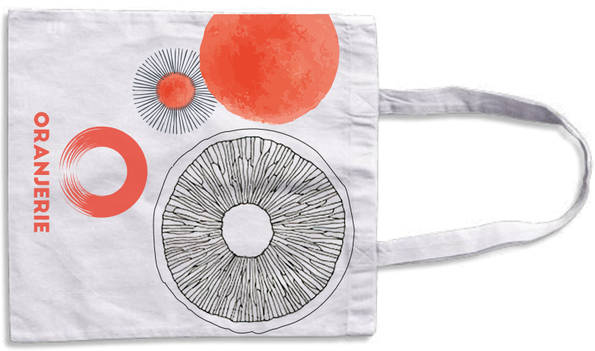
ORANJERIE

BRANDING

In the spring of 2018 we have started building on a new brand identity for Oranjerie, which is based on the values:

- Oranjerie has strong roots in Apeldoorn
- Oranjerie is all about shopping, enjoying and meeting
- Oranjerie means being inspired and surprised
- Oranjerie is comfortable and convenient
- Oranjerie has quality, is chic and elegant but is still very accessible

The marketing communication will be performed with smart campaigns and events in a cross channel approach.



EXAMPLE OF THE REBRANDING AND CAMPAIGN

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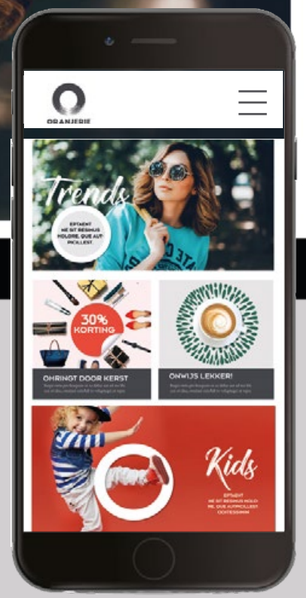

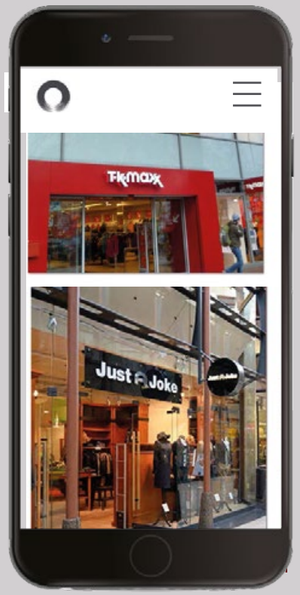

ORANJERIE
SHOPPEN•GENIETEN•ONTMOETEN

ORANJERIE
Welkom
ORANJERIE
SHOPPEN • GENIETEN • ONTMOETEN

ONLY

bakker bart

ORANJERIE

be retail
vastgoedadvies

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DUNNETT CRAVEN

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