

**FIRST OUTLET
IN BRUSSELS.**

TOM
Tubize Outlet Mall

IDEALLY LOCATED


TOM - Tubize Outlet Mall - is located in Tubize, a town with a population of 25,000, 25 minutes from Brussels, on a former industrial site of over 80 hectares.


Its strategic position in the heart of Belgium means it covers a large catchment area and offers a unique opportunity for retailers to stand out.

Demographic profile:

TOM enjoys a competitive situation since it is the only outlet mall located in the center of the country, in a growing city.

AVERAGE POPULATION DENSITY

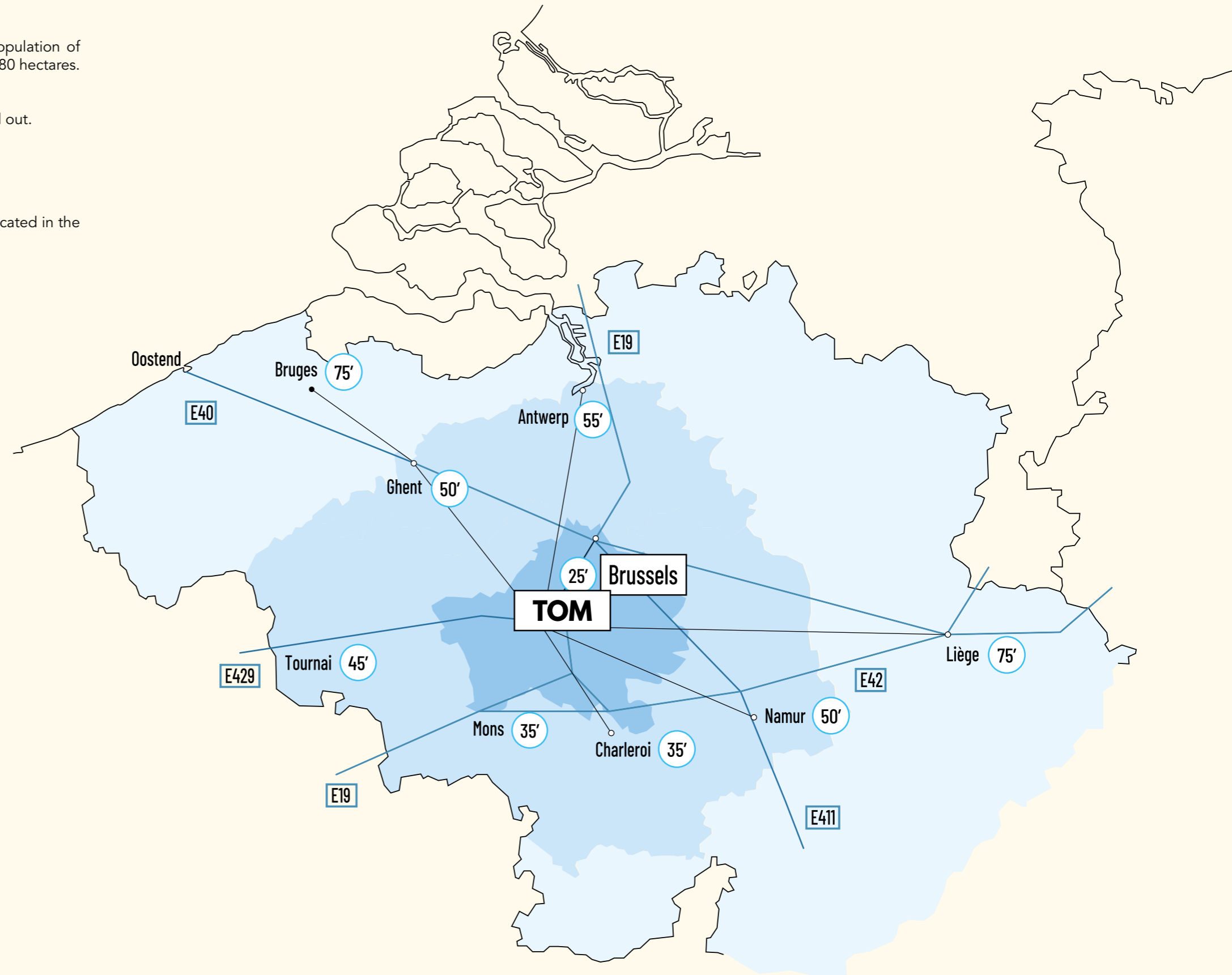
 France : 106,1 people/km²

 Belgium : 372,6 people/km²

12 Million
people live less than
90 minutes from TOM

7.2 Million
people live less than
60 minutes from TOM

3 Million
people live less than
30 minutes from TOM



A UNIQUE STRATEGIC SITUATION

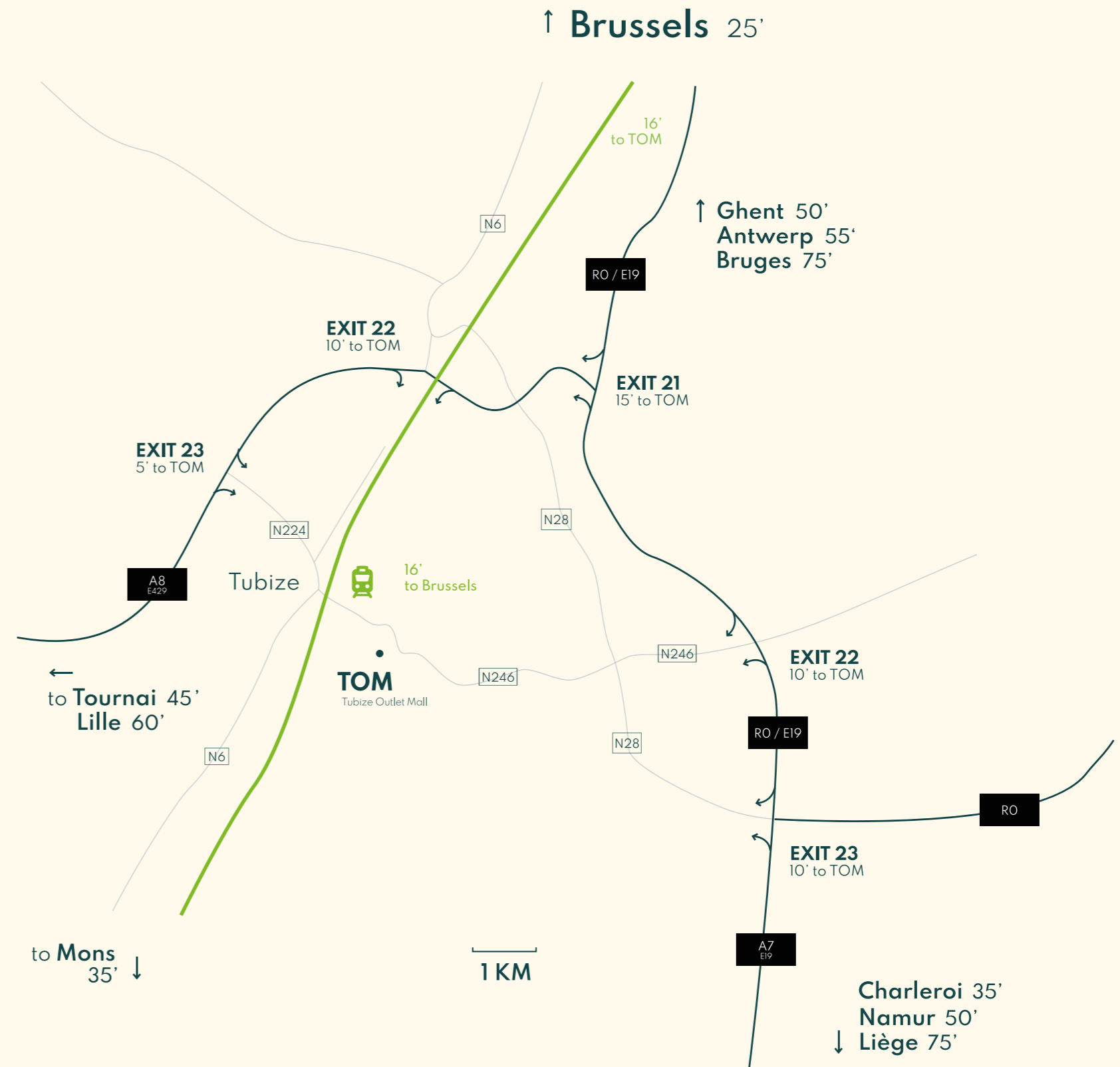
Exceptional Connections

Located in Brussels greatest area, TOM will also draw visitors from Walloon Brabant, Flanders and Hainaut.

Ideally located at the heart of the road network, close to the E19 motorway to Antwerp and to Mons, TOM is a must stopover for tourists on their way to the historical cities of Namur, Liège, Ghent and Ostend.

Access to the site is guaranteed to as many people as possible thanks to an efficient trainline linking it directly to Brussels every 20 min (50 trains/day during the week and 25/day during the week-end). The urban boulevard running alongside the site has a bus stop and a taxi drop-off point, secure wide pavements and cycle paths.

There are sufficient numbers of underground car spaces to ensure the site remains accessible at peak times.



TOURISM

BRUSSELS CATCHES ALMOST 50%
OF THE NATIONAL TOURISM

10.2 Million

tourists/year in Belgium

4.4 Million

tourists/year in Brussels

TWO MAINS INTERNATIONAL AIRPORTS
SERVING THE WHOLE OF BELGIUM

26.4 Million

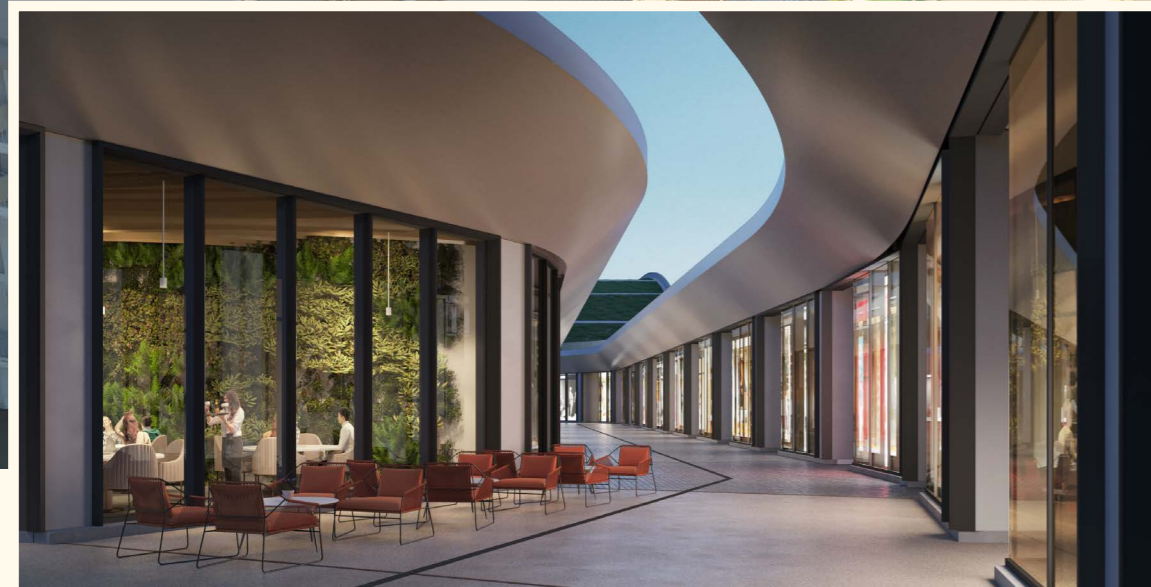
passengers/year
Brussels airport in 2019

8.2 Million

passengers/year Brussels
south Charleroi airport in 2019



**TOM IS
GROWING UP
IN A GREAT
PLACE.**



AN URBAN OUTLET

In the heart of the Confluents District

TOM is the first Outlet in Belgium located in the heart of an urban core.

Built on a converted brownfield site, the new Confluents neighbourhood covering 11.5 hectares, provides high-quality multi-purpose urban development.

Housing, offices, convenient stores, restaurants, family entertainment and leisure area run alongside the Charleroi-Brussels canal. The entire development of the site has been carefully thought-out from a sustainable development perspective in which large green spaces, offering a range of uses, are designed for residents and visitors.

The conviviality of the area will create an attractive residential neighbourhood.



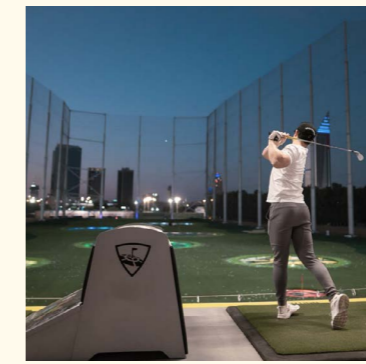
A REAL SHOPPING EXPERIENCE

Besides being a shopping destination of choice, TOM provides many opportunities for relaxation as a family or among friends. It offers visitors an unmatched shopping experience in the heart of a lively and vibrant neighbourhood.

TOM will host more than 80 international iconic brands whose development strategy is firmly marked by the outlet approach.

“The most famous national and international ready-to-wear brands for women, men and children all in one place.”

To complete its shopping offering, TOM is also somewhere to eat or take a coffee break in high-quality landscaped surroundings, offering recreational spaces, events, family entertainment, etc.



PREMIUM POSITIONNING



ONNA
NATIONAL AND INTERNATIONAL BRANDS NATIONAL
ONNA
NATIONAL AND INTERNATIONAL BRANDS NATIONAL
ONNA
NATIONAL AND INTERNATIONAL BRANDS NATIONAL
ONNA
NATIONAL AND INTERNATIONAL BRANDS NATIONAL

KEY FIGURES



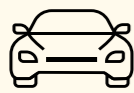
17.000 M² GLA
Outlet shopping



2,5 Million
Visitors Year 1



6.000 M²
Family entertainment



1.100
Parking places



250
Jobs



9.500 M²
Urban agriculture



7
Restaurants



GREEN BUT NOT BORING



A convivial and sustainable living space.



9.500 m²
URBAN
AGRICULTURE

THE LARGEST URBAN ROOFTOP AGRICULTURE IN EUROPE

The Outlet has been created using a sustainable development approach.

The thinking behind the choice of the landscaping has concentrated on creating user-friendly living spaces, promoting relaxation and canal-side walks.

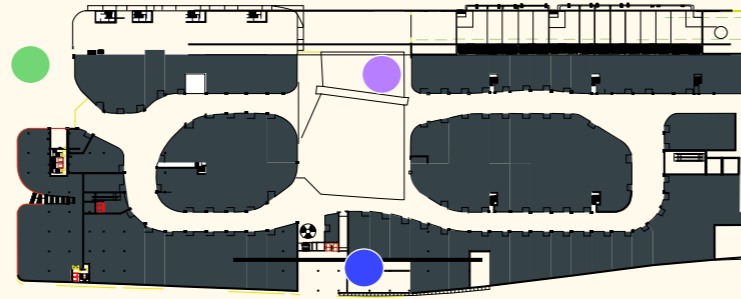
In this context, the project includes the development of urban vegetable gardens on the TOM roof. Therefore, 9 500 m² are dedicated to market gardening, organised along permaculture lines. Shoppers will simply need to walk onto the TOM roof, made accessible, to buy their organic vegetables !

ENERGY SELF-SUFFICIENT BUILDING

BREEAM[®]
EXCELLENT



3D tour



Residential and commercial buildings



Video



Green area



3D tour

Click to visit



Greenway overview

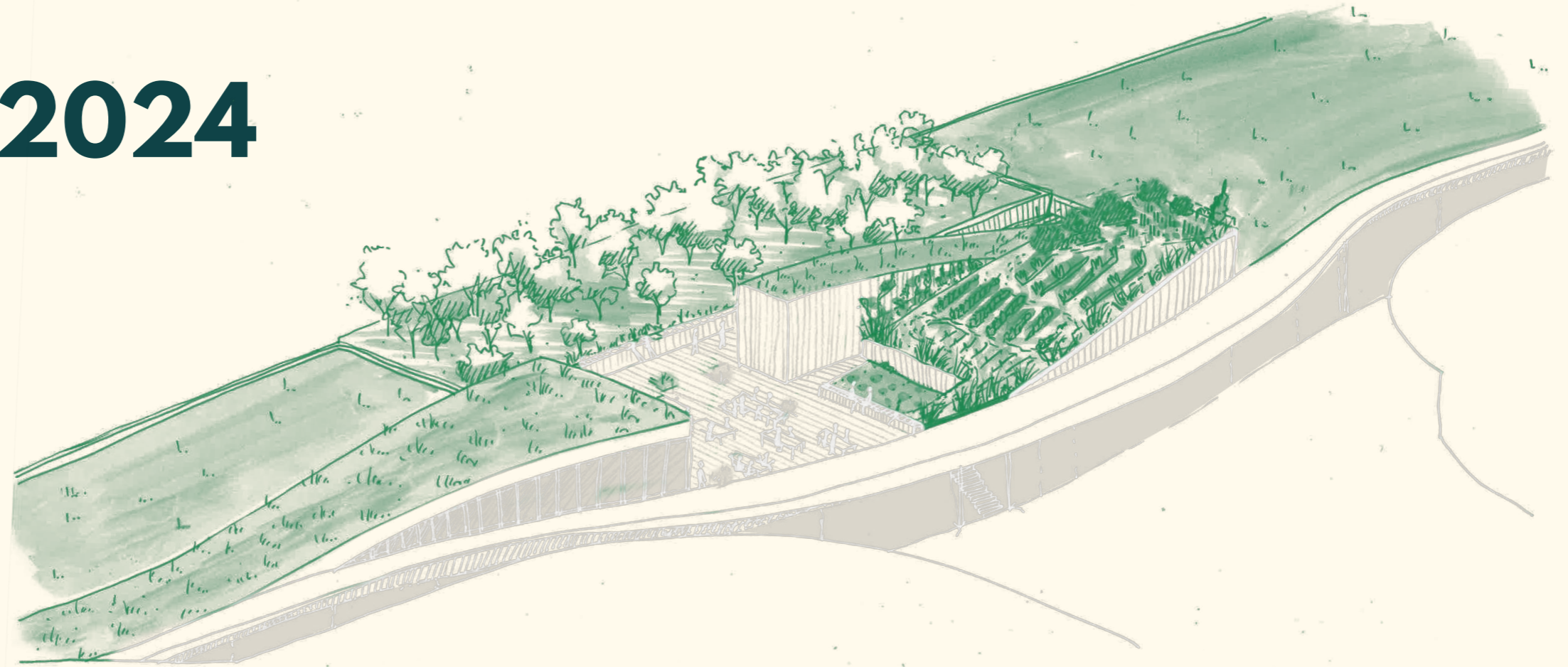


Rooftop overview



Storefront overview


OPENING AUTUMN 2024




ACTORS AND PARTNERS

The development of this project has been made possible thanks to the vision and expertise of public-private partnership specialists: retail shopping design offices, architectural firms, legal and financial consultants, etc.

Site Owner : TOM SRL

Investor : 

Developer : 

LEASING AND OUTLET MANAGEMENT

Startconcept relies on the knowledge of a team of experts from the outlet, retail and commercial real estate industries.

STARTCONCEPT
OUTLET MANAGEMENT

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