

Sierra Balmain: CH Osowa developed with popular brands and family entertainment

Building a diverse tenant mix, introducing well-known brands, expanding offerings for families with children, and fostering the local feel of the place are the main pillars of the development strategy for the Osowa Shopping Center. Projects undertaken by the center's manager, Sierra Balmain, have increased the mall's attractiveness, improving both its commercialization level and footfall.

Sierra Balmain was appointed the manager of CH Osowa in April 2022 by the Stage Capital fund. Since then, the new manager introduced significant changes in the center, one of the first shopping centers in the Tricity area, strengthening its position in the local market.

Introducing new tenants

Sierra Balmain has significantly enhanced the center's commercial appeal by introducing a range of popular new brands. In the same year that the company assumed management, Action—a rapidly growing non-food discount retailer renowned for its wide variety of products at attractive prices—joined the center as a tenant. Just a few months later, Sinsay, a well-known brand offering a broad selection of clothing, accessories, and home decor, was also introduced to customers.

"Through efficient leasing activities, we have introduced three new tenants to large units and 31 tenants to smaller units and kiosks. We focus on well-known and established brands while also ensuring the inclusion of high-quality and valued local brands. Our goal is to provide a rich and diverse range of products and services. We kept this goal in mind as we expanded the mall with not only Sinsay and Action, but also leading brands like Maxi ZOO, in the pet segment, and home decor stores like Cozy Wood furniture and Arkadia Salon Snu Beds and Mattresses" - said Agata Stańkowska, Head of Leasing at Sierra Balmain.

Gastronomy, children's entertainment, and marketing initiatives

Given the high number of families with children at the center, expanding the food and entertainment offerings has become a crucial development focus.

"Our strategy for creating a package of leisure activities, at CH Osowa, was implemented through collaboration with operators of various entertainment concepts like Dino World and Crazy Carts. We typically choose experienced partners who can guarantee well-known brands, enabling us to provide high-quality services to our customers. At the same time, with the development of the entertainment section, we have expanded the dining area by introducing new restaurants such as Papa Gyros and Smart Bistro. This is also a step towards adapting the center for our customers" - said Dorota Suchodolska, Head of Operations at Sierra Balmain.

The new management also strengthened marketing efforts, primarily aimed at offering local residents attractive and engaging experiences in the mall. Family events, temporary exhibitions, artistic performances, and educational projects for children and adults have filled the monthly event calendar to the brim.

"From December 2023 to July 2024 alone, we managed to organize 36 events and 16 promotional campaigns. Noteworthy among these are the children's bike races held in the mall parking lot, in collaboration with Polska Press, the educational project 'Entrepreneurship Town,' and regular art meetings at the new Chyżawski ART. STUDIO. We also regularly host events licensed from popular children's and movie productions" - added Anita Mieszkowska, Marketing Manager at Sierra Balmain.

Leveraging regional values

Sierra Balmain has adopted a strategy of collaborating with local partners, supporting local initiatives, and promoting values and trends aligned with the region's culture, to highlight the local character of the center.

"We see many opportunities to develop the mall's potential based on its specific local character. A concept that has been well-received here is the garage sales, which not only promote the eco-friendly zero-waste trend but also encourage the exchange of clothes, furniture, and other products among neighbors, thereby strengthening community ties. Another unique feature of CH Osowa is its own bee apiary, the benefits of which we share with customers through various campaigns and contests. Moreover, through partnerships with local entities, we organize numerous marketing activities that allow us to promote Kashubian products and traditions," said Anita Mieszkowska, Marketing Manager at Sierra Balmain.

CH Osowa has sponsored an eco-festival, organized annually by the local association "Different is Beautiful" and the Neighborhood Club Garage. It is also the site of regular regional food and handicraft fairs "Tastes of Żuławy." The center has established a partnership with the Olimpia Osowa Sports Club, opening a professional table tennis hall and organizing regular tournaments. CH Osowa's commitment to the district, and its integration with residents, is further demonstrated by its participation in the meetings of the Gdańsk Osowa District Council.

Success of the strategy in numbers

The changes at the center have led to an approximate 10% increase in the average monthly footfall in 2024 compared to the previous year, with a 20% increase during school holidays. Since taking over management, Sierra Balmain's efforts have resulted in a 30% increase in CH Osowa's turnover and a 12% increase in the center's commercialization level.

"Everything we do is aimed at enhancing the retail section of CH Osowa, while simultaneously creating a diverse entertainment package that allows residents of Gdańsk and the entire Tricity to enjoy their time while shopping. We have breathed new life into the mall, and the results and numbers confirm that the direction we have chosen for the center's development is correct. We will undoubtedly continue," concluded Olga Łoś, Senior Asset Manager at Sierra Balmain.

Sierra Balmain has once again proven that listening to resident's preferences is the best way to ensure the successful development of shopping centers, benefiting both tenants and customers. Drawing on local values and strengths enables us to successfully build a unique character for the mall.

2Sierra Balmain operates in Central and Eastern Europe and has been present in Poland for over 20 years. The company provides comprehensive property management services across various sectors, including retail, entertainment, culture, lifestyle, workplace, leisure, and even logistics. Its portfolio includes 20 commercial properties visited by nearly 36 million customers annually. Sierra Balmain possesses market expertise and a team of qualified specialists, enabling the comprehensive and consistent execution of the most demanding projects. The company is characterized by its individualized approach to each managed property.