

# TASHIR

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*Communications & Marketing department*

Press-release

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## **Tashir Group's formal opening of Raikin Plaza Shopping and Entertainment Centre**

On September 19th, Tashir Group held an opening ceremony for Raikin Plaza Shopping and Entertainment Centre that forms part of the new Raikin Culture, Arts, and Leisure Centre. This amazing, 1960s-themed event attracted over 30,000 people.

'Forward into the past' was the theme of this event, and that was by no means accidental. Visitors had the chance to be immersed into the unforgettable atmosphere of the 1960s and the retro-pros took everyone "back to USSR."

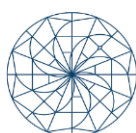
Various popular musicians helped turn this night into a significant event in the cultural life of the capital. The stage that was built specially inside the shopping arcade hosted such bands as Bravo, Gradusy, Kvartal, Jukebox Trio, Salyut, and Globalis Orchestra. Vyacheslav Zaytsev, the Russian haute-couture designer, was headlining the event and showcased his exclusive 1960s-style fashion collection. The night ended with a dazzling fireworks and light show in the park behind the complex.

Andrey Ilyayev, a vice-president of Tashir Group, noted: "Raikin Plaza is an exceptional project within Tashir Group's property portfolio. Forming a part of the unique Raikin Culture, Arts, and Leisure Centre, for us it became not only a commercial site but also our contribution to culture, education, and urban development of the Russian capital."

Raikin Plaza Shopping and Entertainment Centre forms part of the Raikin Culture, Arts, and Leisure Centre and is located near Maryina Roscha underground station, 5-minutes from the Garden Ring Road by public transport.

The four-story building hosts leading international and local brands. In total, there are 150 shops, eight restaurants, three cafes, seven food-court stalls, a 5-screen cinema, a play area, and many other features.

Denis Stenko, the head of development of Inventive Retail Group, says: "On behalf of our Inventive Retail Group, I would like to thank Tashir Group for the fruitful



cooperation between our companies that started in 2008. As of now, we note a positive dynamic in the development of our outlets in all Shopping Centres that belong to Tashir. For us, the opening of Nike and Lego shops in Raikin Plaza Shopping Centre is not only a strategic but also a tactical solution because there are not many shops that belong to our company in the area of the North-East Administrative District. We believe that Raikin Plaza will attract loyal customers who will be delighted to spend time in this new, state-of-the-art shopping centre. It should also be noted that the opening of Raikin Plaza is an important event for residents of the North-East Administrative District, in particular around the areas of Maryina Roscha and Butyrsky. We are convinced that this shopping centre will significantly improve the infrastructure of the whole North-East Administrative District.”

Andrey Tarasov, the general director of MEUCCI Group, says: “The opening of the Raikin Plaza Shopping Centre was a rather spectacular show. The management of MEUCCI Group believes in the success of this centre due to its convenient location at the intersection of a major transport hub, and its interesting exterior and interior designs that ought to attract new customers to our MEUCCI boutique located on the ground floor. We at MEUCCI are looking forward to our promising and fruitful cooperation with Tashir Group and to further joint projects in the future.”

**Contacts:**

*For further information please contact Communications & Marketing department of Tashir Group*

+7 495 989 28 32 | e-mail: [press@tashir.ru](mailto:press@tashir.ru)  
13/5 Building 1, Podkolokolny Lane  
Moscow, 109028, Russia