



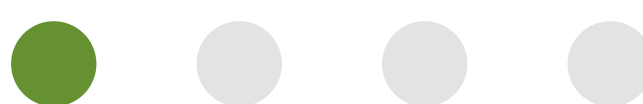
Iper La Grande ARESE (ITALY)



Where is it?

At 120,000 m², the Arese Shopping Center, between Milan and Malpensa airport lays claim to the title of the largest shopping centre in Italy. It is certainly the most recent (opened in 2016), the most modern in terms of its shopping experience and also the most original, due to its roots. The shopping centre was constructed on the site of the old Alfa Romeo factory, and there is still a museum there dedicated to this manufacturer. In other words, the location is well known by the Milanese!

By Olivier Dauvers



HOME

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What is it?



Iper La Grande clearly breaks the traditional rules applying to hypermarkets. Firstly through a multitude of serviced counters; the ability to consume ready-made meals on site which are prepared in a central kitchen on the sales floor; and lastly, and more generally, the "market" atmosphere which almost lets you forget that you are in a hypermarket!

Iper La Grande belongs to the Italian group Finiper, which has long been a partner of the French group, Promodès (and therefore Carrefour, which owns 20 % of it). However, Finiper and Carrefour are now direct competitors, particularly in the north of Italy. Finiper operates 27 hypermarkets under the Iper La Grande brand name, as well as a chain of supermarkets called Unes. It has a total turnover of just under €3 billion.

With a sales floor of around 9000 m², Arese is far bigger than the average supermarket. However, the Iper hypermarkets have retained their dominance in food products (by a wide margin) in the the concept is similar to that of large supermarkets. Non-food products occupy less than 15 % of the sales floor (compared to 30/35 % in a traditional hypermarkets). But, above all, it is product selection, theatre and on-site preparation which radically differentiate Iper from its competitors.

By Olivier Dauvers



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What is interesting about it?

If the French invented the hypermarket concept (Carrefour in 1963), the Italian company Finiper is in the process of reinventing it... In this regard, Iper returns the nobility to food in the context of a hypermarket. Its size enables it to be extravagant. It breaks away from the traditional "herringbone" layout with a series of long perpendicular shelving units. This also allows it to develop new ideas regarding furniture (and to break away from the visual routine of a conventional hypermarket). The store is not just a point of sale, it is also a point of consumption thanks to the kitchen area installed at its centre. The menu is by no means limited to sandwiches and burgers... Iper Arese is a true "temple of food"!

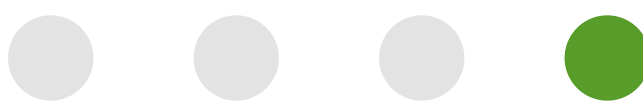


But it is not only fresh produce which are presented in a unique way. It is also the case for groceries, non-food products and tableware in particular.



The wine section is a good representation of the global strategy. The products are presented with more care than usual and customers can even sit down to drink a glass of wine with anti-pasti in the hypermarket itself.

By Olivier Dauvers



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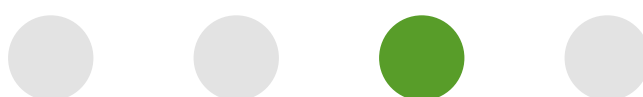
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Key figures



Iper is also breaking new ground in terms of presentation. The hypermarket uses a wide range of furniture. Customers are often surprised by the "banana tree".

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