

A family consisting of a man, a woman, and a young child are walking away from the camera on a cobblestone street. The man is on the left, wearing a grey sweater and blue jeans, carrying a yellow shopping bag. The woman is on the right, wearing a light pink jacket and blue jeans, carrying a pink and a brown shopping bag. The child is in the middle, wearing a pink shirt and blue jeans, holding hands with both parents. The background shows a blurred street scene with buildings and a window.

# ELIANA

Parte din familia ta **mall**







# Brașov city

Probably the best city in the world & the centre of night and magic in Transylvania. Brașov is the capital of the county and the 7th largest city of Romania.





# Braşov in numbers

500 000 people live and dream in Braşov and more tourists visit every year the nearby world-renowned attractions: Bran Castle, Poiana Braşov Ski Resort, The Old City Centre, The Black Church, The White Tower & Râşnov Citadel.

The new airport to be opened is expected to bring more tourists in Braşov area - up to 1 M.





# Eliana mall

Memorable experiences in all aspects of free time for family and friends. Shopping and entertainment have never been so colorful and easy.

Just a few steps away from our homes.





# Where we are

Situated in a complex economical and social area, Eliana Mall must be one of the first stops on the road to Bran Castle and the city exit.

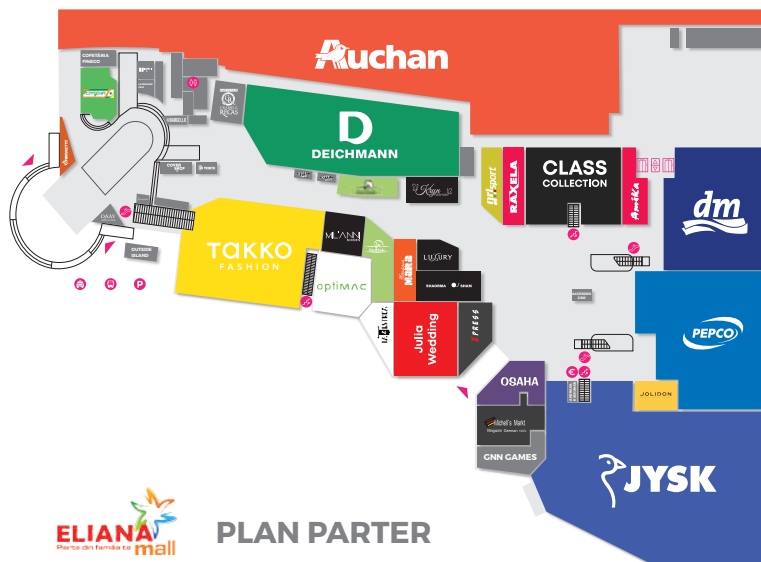
Bartolomeu district is the best area in terms of population growth and economic development.

Since 2005 - the first mall ever built in Braşov - Eliana Mall.



## GROUND FLOOR

Service & Retail with more than 40 stores to provide a great variety of products and places to refill and recharge - just perfect.



## FIRST FLOOR

Restaurant, Beauty Salon & Playground for kids with different professional brands that offer the ideal space for relaxation - always open for more.



# Eliana's general info

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Clothing & Shoes, Jewelry, Children Fashion and Products, Gift & Souvenirs, Beauty Salon, Perfumery, Wine Shop, Exchange and more.



: The Food Court relies on offering a great meal variety: Restaurant & Fast Food, we have it here at Eliana Mall.



Pleasure and fun for kids and adults through quality services from Kinderland Braşov, High Jump – Trampoline Park and Beauty Salon.





# 40 stores

All dedicated to you.  
Only at Eliana Mall.  
In Braşov.

Jolidon, Raxela, Luxury,  
Pepco, Osaha, Catena  
Pharmacy, Class  
Collection, Optimac,  
DM-Drogerie Market.



JYSK  
all that your home  
needs.



CRAMELE RECAŞ  
wine shop & more.



DEICHMANN  
shoes & more.



TAKKO  
clothing store.



Mara  
Flower & Gift Shop.

Family, friends  
and kids.



# food court

Dedicated to you.  
Only at Eliana Mall.  
In Braşov.



Shaormeria Sham - the best place to eat something fresh and tasty.

Buona Terra Pasta & Pizza – brings to you the best authentic Italian experience.





# fun mall

Dedicated to you.  
Only at Eliana Mall.  
In Braşov.



Kinderland Braşov and High Jump Trampoline Park - pleasure  
and fun for superhero kids and teens”



# E's events

Dedicated to you.  
Only at Eliana Mall.  
In Braşov.



**ELIANA mall**  
Parte din familia ta

## HO! HO! HO!

### Vine Moş Crăciun!

**La Eliana mall în 22-23 Decembrie**

În 22 decembrie începând cu ora 16.00 și în 23 decembrie în intervalul orar 11.00-14.00, vino să-l întâlnești pe Moş Crăciun și să pleci acasă cu o amintire foto specială.



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## LA MULȚI ANI, ROMÂNE!

**1 dec, orele 11<sup>00</sup>-13<sup>00</sup>**

Chef și vole bună la Eliana mall.  
Sărbătorim împreună ziua României cu bucate tradiționale, cozonaci, dansuri populare, atelier de pictură și facepainting gratuit pentru cei mici.



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Parte din familia ta

## Zilele mărțișorului

**27FEB-1MAR**  
Declarăm deschise zilele mărțișorului la Eliana mall

[www.ELIANA-MALL.ro](http://www.ELIANA-MALL.ro)



**Târg cu Bunătăți**

**9 / 11 FEBRUARIE**

**ELIANA mall**  
Parte din familia ta

Te așteptăm la Eliana mall unde vom organiza primul târg de bunătăți, pentru gurmanzi și amatori de gusturi bune.

**LA DUNA**  
BLOG



**cafea.ceai.dulciuri**

**20 - 22 APRILIE**

ORGANIZĂM TIMP DE 3 ZILE UN EVENIMENT DEDICAT SĂTORILOR DE CAFEĂ, CEAȘI ȘI PASIONAȚILOR DE DULCIURI BUNE.

**ELIANA mall**  
Parte din familia ta





## Hai să ne distrăm!

Personajele tale preferate vin pentru prima oară la Brașov. Intrarea este liberă.

Cu părinții de mână, toți copiii sunt așteptați la Eliana mall în perioada 26 Oct - 4 Nov, pentru a lua parte la expoziția interactivă cu Masha și Ursul.





**ELIANA**  
Parte din familia ta **mall**

# târg DE PAȘTE

la Eliana mall  
**19 - 20 aprilie**

Vă invităm la un târg dedicat Paștelui  
cu produse tradiționale și bio,  
decorațiuni handmade  
și multe alte surprize de la *Iepuraș* :)

*hai cu noi*

Str. BAZALTULUI 2, 500053  
BARTOLOMEU, BRAȘOV

[WWW.ELIANAMALL.RO](http://WWW.ELIANAMALL.RO)



## FESTIVALUL Mărțișorului

**27 FEB - 3 MAR**

DANS, MUZICĂ ȘI VOIE BUNĂ  
Sărbătorim împreună Primăvara la Eliana mall

**Alina DESIGN** **ASOCIAȚIA CULTURALĂ ART RESPECT** **ELIANA**  
Parte din familia ta **mall**

[WWW.ELIANAMALL.COM](http://WWW.ELIANAMALL.COM)  
Str. Bazaltului nr. 2, Brașov



**În dar de ziua ta**  
Atelier copii, cântec, dans  
și multă voie bună  
**7 MARTIE ORA 15:00**  
Participare gratuită

**ELIANA** **Alina DESIGN** **ORIFLAME** **Casa Italiana** **CESTELI** **C&KREUL**

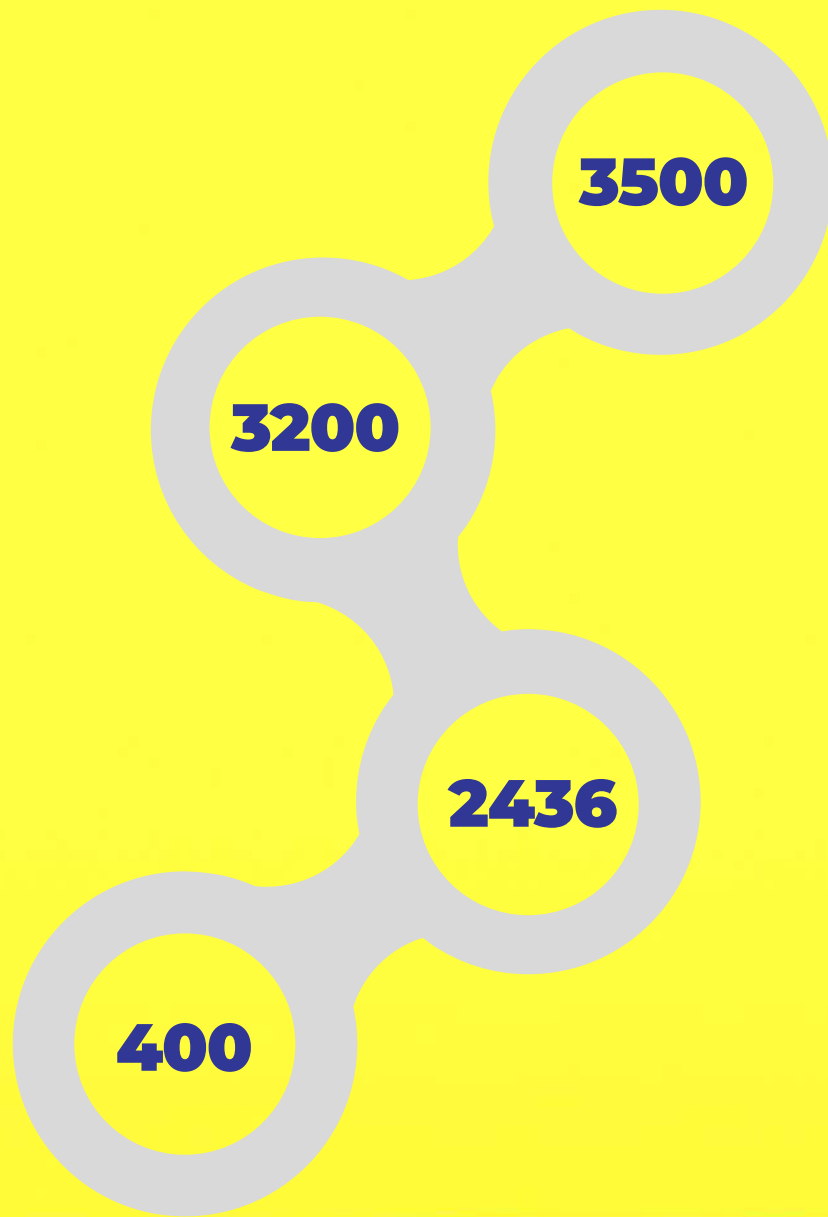
## PIESA DE TEATRU

*Peripețiile Albei Ca Zăpada  
în căsuța piticilor*

**23 MAR** ORA 12:00  
INTRARE LIBERĂ

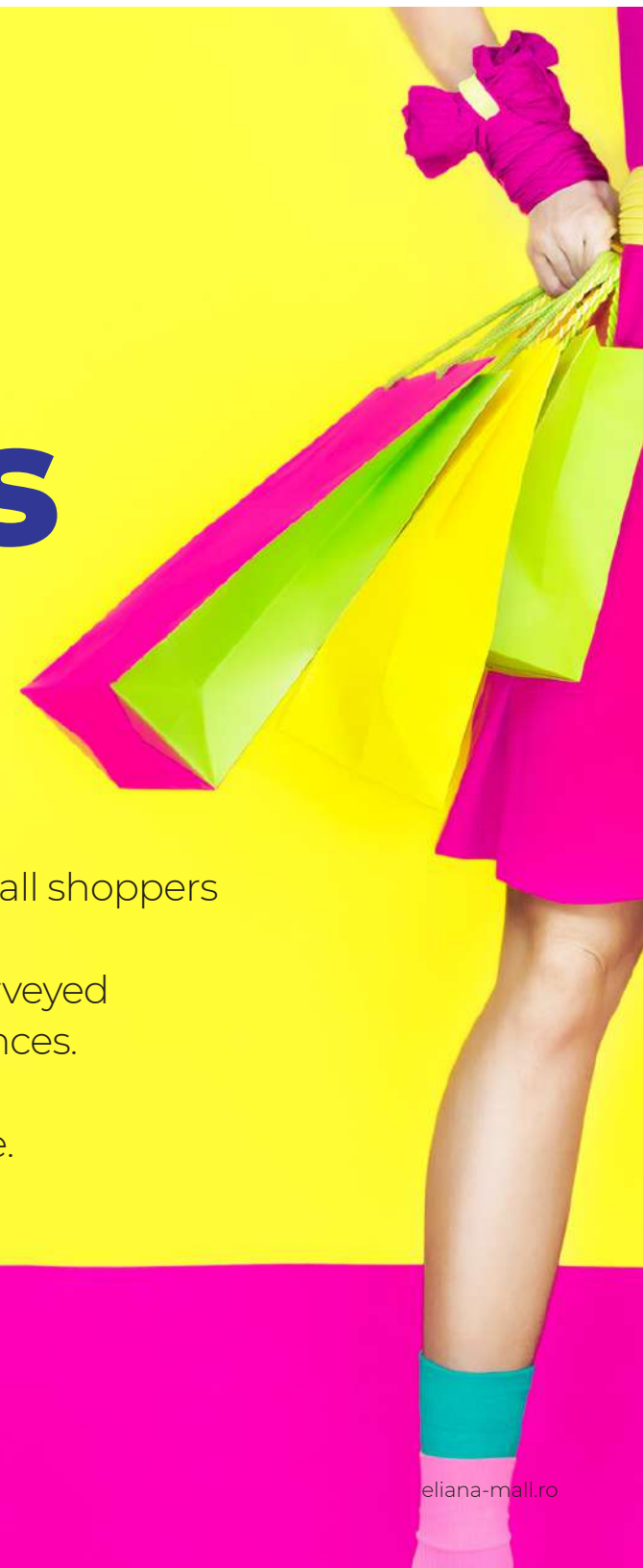
**ELIANA** **Happy**  
Parte din familia ta **mall** **teatru**





# Eliana's chart

The average income of ELIANA mall shoppers  
is about 400 € / month.  
2436 ELIANA mall clients were surveyed  
regarding their shopping preferences.  
3200 visits ELIANA / average.  
3500 clients Auchan City / average.



# shopper profile

Research and statistics from ELIANA mall Marketing Department on the shopper profile: Braşov city residents and adjacent areas that have medium income level on average.

**6 / 10**

About 4 in 10 shoppers have kids under 14 in the Household.

**32**

On average, ELIANA mall is visited 32 times per year by shoppers.

**65€**

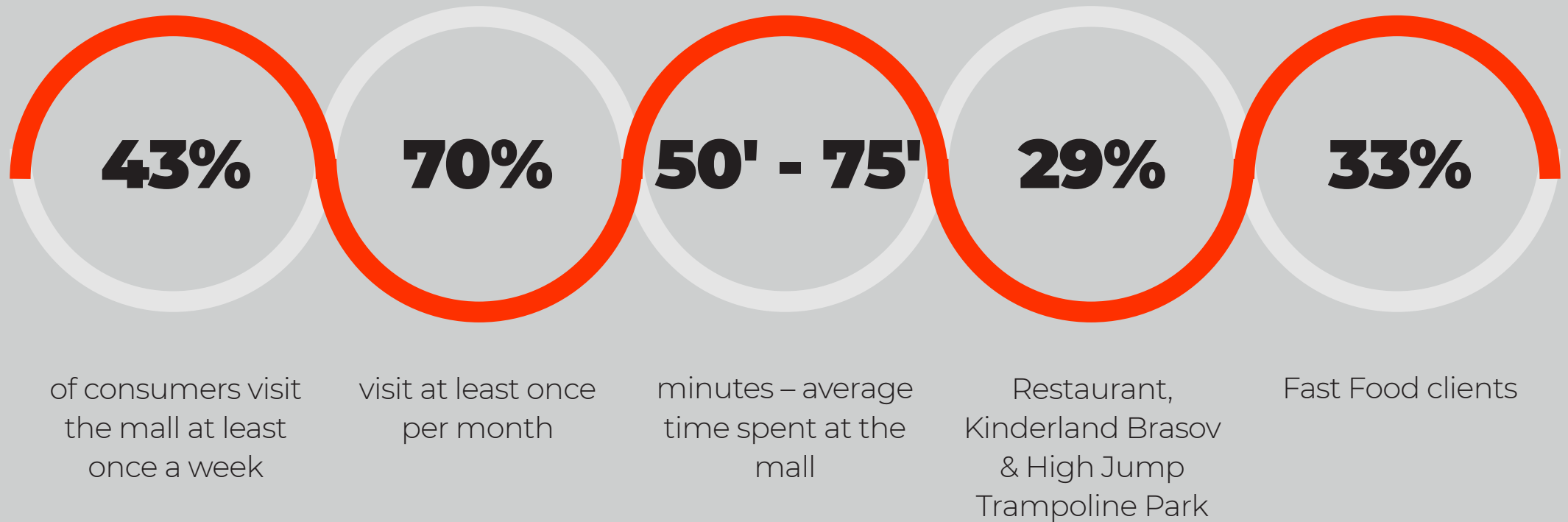
Total spend varies greatly by Class, with Class AA averaging 65 €.

**34%** 18-29 years  
**41%** 30-45 years  
**55%** Women  
**45%** Men  
**42%** Married  
**39%** Secondary School  
**35%** Higher Education



# property statistics

Research from ELIANA mall Marketing Department on the property statistics.



# Eliana's advantages

- ☆ Joint entrance with Auchan City anchor shop.
- ☆ Traffic over 3200 visitors per day.
- ☆ Proximity big stores: Hornbach, Metro Cash & Carry, Arabesque, Lidl, Altex, Brintex.
- ☆ The area is the leading commercial area of Braşov.
- ☆ Situated in the Brasov International Airport area.







# Let's talk

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🌐 [www.eliana-mall.ro](http://www.eliana-mall.ro)

📘 ELIANA Mall

📷 eliana\_mall