

Press release
March 31, 2016

FROM GALERIA KATOWICKA TO INTERNATIONAL CATWALKS

Julia Gryc from Bytom, 14-year-old winner of the auditions organized during Galeria Katowicka's Katowice Fashion Week, the largest fashion event in Silesia, has embarked on her international career. She is coached by modelling experts, had a photoshoot for Glamour magazine and fulfilled her dream of travelling to the United States. Within less than three months of first appearing on Galeria Katowicka's catwalk, Julia is flying out to meet Hollywood-based agents. She will also go to Miami for her first international advertising contract, assisting a popular supermodel.

"How has this young girl from Bytom made her way to the big world of fashion? Julia has always dreamt of becoming a model. She is a beautiful and tall girl with a spark in the eye. Her parents made it clear that she needed to turn 14 before pursuing a career in fashion. Her birthday coincided with Katowice Fashion Week. Even before the official part of the event kicked off, we had already noticed Julia," says Małgorzata Leitner, owner of Avant Models and Julia Gryc's manager.

Katowice Fashion Week took place in Galeria Katowicka in October 2015. Prospective female and male models were judged by Joanna Krupa (model, actress and Top Model juror), Anna Jurgaś (Editor-in-Chief at Glamour), Małgorzata Leitner (owner of Avant Models agency – Top Model's partner; she represents Joanna Krupa, Kasia Struss and Zosia Nowak), and Ylan Anoufa (Art Director at Fashion TV and Chief Designer of Maison Anoufa brand established in 1940).

"The high quality of Katowice Fashion Week is reflected in what happens afterwards, when the lights are out. For Julia, the two-day event at Galeria Katowicka turned out to be much more than just a brief encounter with fashion. It proved to be a big step towards an adventure in the international fashion industry. Despite having no previous modelling experience, within just three months she made her way from Galeria Katowicka's catwalk, through modelling courses and Glamour photoshoot, to an advertising deal in Miami. This is an amazing achievement. We are proud of Julia, the efforts she has made and the commitment of everyone responsible for Katowice Fashion Week, especially the great work done by Avant Models," says Dawid Prymas, Marketing and PR Director at Galeria Katowicka.

Galeria Katowicka is already working on the next edition of Silesia's biggest fashion event. Katowice Fashion Week will be held in the first half of 2016.

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Further information:



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Galeria Katowicka is a unique retail and transport center located in downtown Katowice. Its retail space of 47,000 m² hosts over 250 units. Galeria Katowicka attracts more than a million consumers each month. Customers can leave their vehicles at a two-level underground car park with 1,200 spaces. The mall offers direct access to a railway station and an underground public bus terminal. It has a Multikino cinema with 10 screening rooms, incl. an ultra-modern "Xtreme" room equipped with Dolby Atmos sound system. Galeria Katowicka was opened on September 18, 2013.

Galeria Katowicka's owner is **Meyer Bergman**, an investment management company operating in the real property sector. On behalf of global investors, it runs three closed-end funds with assets worth a total of c. EUR 3bn. **Apsys Poland** manages Galeria Katowicka, overseeing daily operations and leasing.

Visit our website www.galeriakatowicka.eu

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About **Meyer Bergman**

Meyer Bergman is a privately held real estate investment management firm headquartered in London. The firm was established in 2004 from the core investment management platform of its predecessor, MAB Group, which had a successful track record of developing over 3 million sqm of real estate worth over €7.5 billion across Europe. **Meyer Bergman** advises three closed-ended, value-add real estate funds with a total of approximately €4 billion of assets on behalf of global institutional investors including leading pension fund, sovereign wealth funds, endowments, and asset managers.

Meyer Bergman focuses on a retail-led investment strategy, targeting well located assets in gateway cities across Europe that provide value creation opportunities and are attractive to institutional investors and expanding retailers. Target markets include the UK, Germany, France, the Nordic Region, Poland, and Czech Republic. Typical transaction size is between €25m to €200m involving under-managed or under-utilised retail properties sourced off-market through its extensive network. Assets are managed actively to deliver attractive risk-adjusted returns to its investors.

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