



STAR MALL

星摩尔

BE PART OF THE LEADING
RETAIL & LEISURE
DESTINATION IN SHENYANG

购物广场的领跑者
做沈阳零售及休闲



<http://www.starmallgroup.com>

Address :No. 6 Beier Middle Road, Tiexi District, Shenyang City, P.R.C.

中国沈阳市铁西区北二中路6号

比优特超市
东北人的家庭采购员

HBC
華誼兄弟影院

空间8°
SPACE-8
量贩KTV

H&M

盛京礼宴

熊喵来了

寻岸

牛轰轰

伟大的路路通

SKECHERS
斯凯奇

ANTA

波司登
畅销全球72国

B
BETTER TARGET

BURGER KING

必胜客

KFC

SUBWAY

MORE OKAY
摩欧客

adidas

UNDER ARMOUR

ERKE

361°

吉野家
YOSHINOYA

STARBUCKS

Holiland
好利来

招牌

喜三胖

metersbonwe

LI-NING

hotwind 热风

MASIENDI
玛丝恩迪

秦兜兜

一品鱼悦

DQ Dairy Queen

味千拉麵

YUELIN

JAGUAR

LAND-ROVER



BELLE 三夫户外

luckin coffee 瑞幸咖啡

每天祥和

礼面

森季
旋转火锅

老镇春饼

素拼
SUPIN LIFE

STAR MALL
星摩尔

HLA
海澜之家

呆呆童世界
DADAI WORLD

奈的雪茶

丁丁食堂

小木屋拌饭

光村

SHANGBAO 尚宝



HONOR

DONGGENTAO
东更道点心行

MORE YOGURT
茉酸奶

摩西

孙小楠
麻辣香锅

茶百道
ChaPanda

周大福
CHOW TAI FOOK



中国黄金
China Gold



oppo

帝豪斯 GYM



COTTI COFFEE



YOGAWAY
瑜伽之旅

elva

SAMSUNG

MUAMUA NANA

领姿
LINGZI

IRTI

UBSKIN
优贝施进口药妆

grado 格度

MINI SOU
名创优品

watsons 屈臣氏

MALOCLINIC
马洛齿科中国

sf 顺丰

POLO SPORT

GoldenBear

SEM/R
森馬

Qinplus

AS

MobyForm
曼妮芬

宝岛眼镜

嘉德铭辉

荣泰装饰
Rongtai decoration



星摩尔沈阳购物广场

Is collaboratively invested and established by famous Turkish enterprise called FIBA Group and State General Reserve Fund of Oman. Operates in commercial real estate development sector in China. Established in 2008, engaged in development of its first project in China - Star Mall Shenyang Plaza.

是一家由土耳其著名企业集团——菲巴集团和阿曼苏丹国家总储备基金共同投资组建的外资企业。在中华人民共和国从事商业房地产开发。成立于2008年，一直致力于它在中国的首个项目——星摩尔沈阳购物广场的开发。

The 300 million US dollar project was started with the construction in 2009 in the most populated district of Shenyang, Tiexi, and was completed in 2012. Star Mall Shenyang Plaza, a 285,000sqm life style centre provides a unique shopping experience loaded with top-notch international and local brands with its 110,000sqm net leasable area and 2,500 available car parks indoor and outdoor.

该3亿美金项目于2009年在沈阳人口最多的铁西区启动，并于2012年竣工。星摩尔沈阳购物广场总占地285,000平方米，作为生活服务式购物中心提供了独特的购物体验，110,000平的净出租面积云集了国内外顶尖品牌，2,500个室内外停车位营造了良好的停车环境。

Unique and innovative design of the building offers one of a kind shopping experience. The building is composed by seven detached islands and a 45,000 sqm office & hotel tower -owned by Malaysian KH Group- connected to each other with a free form of skylight. 17,000 sqm 3D wave shaped skylight structure, formed of steel and glass, allows highly natural light in, creating the atmosphere of an open air shopping. The building is linked to the world's second largest IKEA through a connection bridge which welcomes daily 15,000 customer flow.

独特而新颖的建筑设计风格提供了别样的购物体验。整个建筑由七个独立的岛屿和马来西亚KH集团旗下的占地45,000平的酒店及办公大楼通过一个自由形式的天窗彼此相连。由钢铁和玻璃连接而成的17000平方米3D波形天窗结构，能够充分吸收自然光，创造户外般购物氛围。且建筑通过连廊与世界第二大宜家相连，为每日15,000客流创造便利。

Also, Duo Duo World, supported by both Liaoning Province and Singapore governments by taking 15,712sqm space. Biggest Film Producer of China, Huayi Brothers, occupies also a 12 screen cinema with a space of 5,200sqm. The largest Skechers Superstore in Asia Pacific opened in Star Mall with their only Superstore in Liaoning Province with 3,000sqm. In 2023, Beauty Mart joined the Star Mall family with an area of 8,405sqm, providing high quality, diversified products, and exceptional services

同时，由辽宁省及新加坡政府共同支持的朵朵童世界占地15,712平方米。作为中国最大的电影制造商-华谊兄弟影院有着12个放映厅总面积5,200平方米。斯凯奇在辽宁省唯一的一个3,000平方米的亚太地区面积最大的超级大店。2023年，比优特超市也正式加入星摩尔大家庭总面积8,405平方米，为顾客提供高质量、多品类以及卓越服务。

Other than that, Star Mall also hosts 175 brands from more than 10 different countries. Some major brands are H&M, Nike, Adidas, Puma, Huawei, Mi as well as Starbucks, Burger King, Pizza Hut and KFC. The shopping mall with unique brands and quality services is visited by 15 million people yearly.

此外，星摩尔沈阳购物广场拥有来自超过10个不同国家的175个品牌。主要品牌有：H&M、耐克、阿迪达斯、彪马、华为、小米以及星巴克、汉堡王、必胜客、肯德基等。作为拥有独特的品牌结构及高质量服务的星摩尔沈阳购物广场每年要接待客流约1,500万左右。



Fiba FIBA GROUP

Is a strong conglomerate with over 20 years of successful operations in financial and non-financial sectors in 12 countries.

The FIBA Group's investments in the financial services industry are in Banking, Leasing, Factoring, Insurance, and NPL Finance.

Its non-financial investments are in Retail, Real Estate, Energy, Port-Ownership, Management and Hotel-Ownership. Has investments in residential projects, luxury villas, office buildings and shopping malls. Owns franchising rights of Marks & Spencer in Turkey, Ukraine and Russia; Gap and Banana Republic brands in Turkey and Russia.

菲巴集团作为实力强大的企业集团，已在12个国家成功从事金融和非金融领域的业务长达20多年，已在银行、零售、房地产、建筑、能源、物流及其它行业成功开展业务活动。

房地产投资项目包括住宅工程、高档别墅、写字楼及购物中心。

拥有玛莎品牌在土耳其、乌克兰和俄罗斯的特许经营权，及GAP和Banana Republic品牌在土耳其及俄罗斯的特许经营权。

THE STATE GENERAL RESERVE FUND OF OMAN

The State General Reserve Fund or SGRF was established in 1980 and is part of the Ministry of Finance. SGRF is the largest Sovereign Wealth Fund of the Sultanate of Oman.

阿曼苏丹国家总储备基金作为财政部的组成部分，国家总储备基金(SGRF)成立于1980年，是阿曼苏丹最大的主权财富基金。



STAR MALL 地理位置

Location

沈阳市是中国辽宁省省会，也是中国东北地区最大的经济城市。沈阳市作为中国第一个重要的工业中心，是中国东北地区对日本、俄罗斯和韩国的主要运输和贸易集散地。

Shenyang is the capital and the largest economic city of Liaoning Province in Northeast China. Shenyang is an important industrial centre in China, and serves as the transportation and commercial hub of China's northeast-particularly with Japan, Russia and Korea.

常住人口: 924.3万人	Population: 9.243 million people
2024年人均生产总值: 97,871元	Per capita GDP: 97,871 RMB
2024年社会消费品零售总额: 4,372.6亿元	Total Retail Sales(2024): 437.26 billion RMB
城市人均可支配收入: 56,117元	Disposable income per capita: 56,117 RMB
城市人均消费支出: 42,829元	Consumption expenditure per capita: 42,829 RMB



Liaoning Province China
中国辽宁省



Shenyang City
沈阳市

STAR MALL 贸易区域

Trade Area Map

Shenyang Metropolitan Area 沈阳市区地图



Immediate Catchment
1.9 million residential population
直接客源区
190万居住人口

Primary Catchment
3.6 million residential population
主要客源来源区
360万居住人口

Secondary Catchment
8.6 million residential population
次级客源来源区
860万居住人口

To be completed Shenyang Metro Line 9 Line 5 Interchange

待竣工的沈阳地铁
9号线和5号线的
交汇换乘站



Architecture & Atmosphere



Connection bridge to Pacific Regency Hotel & Office Tower.

连廊大桥
连接星摩尔与太平洋丽晶酒店及其办公大楼。

The new shopping street of Star Mall, Star Avenue, with many new shops, covers a total of 7,000 sqm area. The new avenue offers a unique shopping and dining experience, with the new Gate 5 linking People Square to XingHuaBei jie 26 Xiang.



星光大道
星摩尔全新力作,引入众多新兴品牌,建筑面积7000平米。全新的5号门将人民广场与兴华北街26巷进行无缝连接。

Connection bridge to IKEA, daily 15,000 foot traffic.



连廊大桥
连接星摩尔与宜家家居。平均每日15,000 客流往来。



Perfect visibility, minimum dead zones, best frontage for each tenant.

完美的布局尽可能消除死角,使每个店面都处于最佳位置。

17,000 sqm Skylight allows much natural light inside, creating the atmosphere of an open air shopping.

天窗面积达17,000平方米,充分接受自然光照,创造户外般购物氛围。



Adjustable facade lighting, illumination effects of the building and the skylight enhance the building's attractiveness and visibility at night.

具有可调式的外立面照明。建筑的照明效果和天窗的完美结合增强了整个建筑在夜晚的吸引力及能见度。

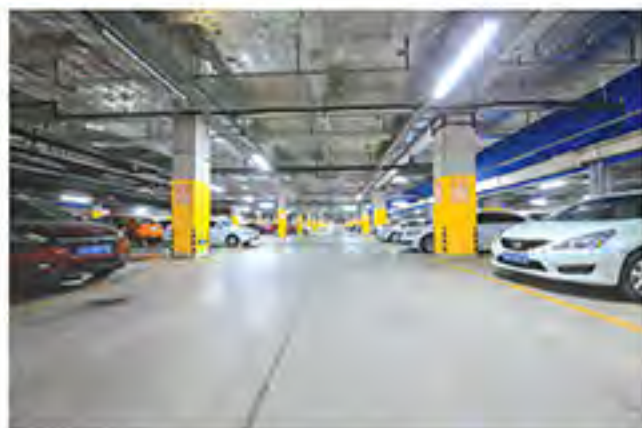
STAR MALL 停车场

Parking Space



2,500 units of car parking space
个停车位

3 hours free of charge car parking
小时免费停车



STAR MALL 星摩尔印象

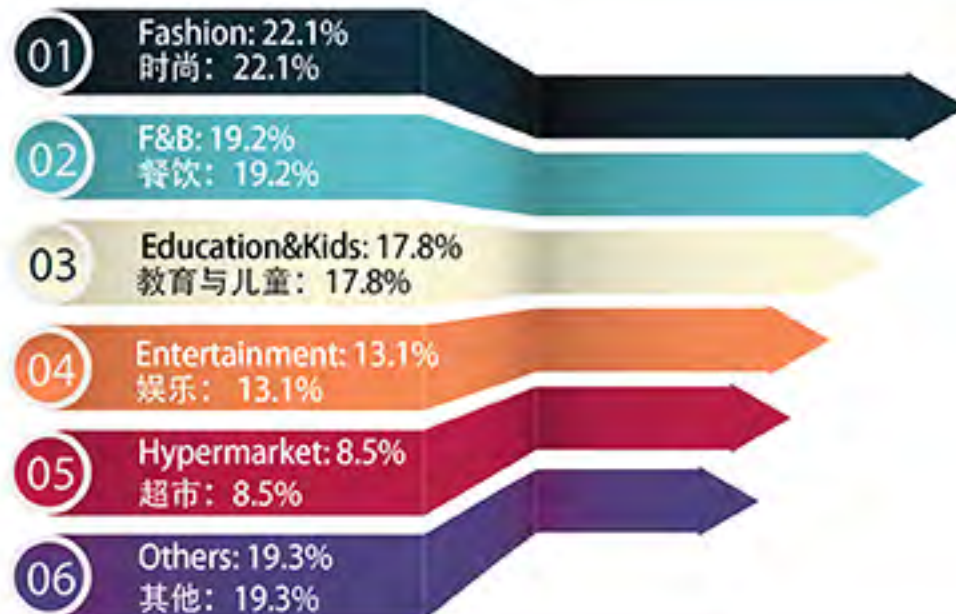
At a Glance



主要商户 Major Tenants



品类占比 Categories



Demographics

Customers Profile 顾客简况

Monthly family income (RMB) 家庭月收入占比 (人民币)

3,500-6,000 : 16.2%
6,001-10,000 : 36.5%
10,001-15,000 : 25.8%
15,001+ : 21.5%

Age group 顾客年龄占比

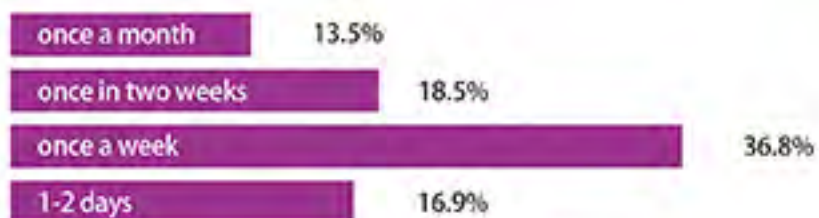
21-30 : 46.8%
31-40 : 45.1%
41-50 : 7.2%



Transportation method 顾客来星摩尔的交通方式



Frequency 顾客到访频率



Key Statistics

2024年

Shenyang
沈阳

97,871 RMB
Per Capita GDP of Shenyang
沈阳人均国内生产总值

216,800 RMB
Per Capita GDP of Shanghai
上海人均国内生产总值

228,000 RMB
Per Capita GDP of Beijing
北京人均国内生产总值

5.2%
GDP Growth YoY
地区生产总值同比增长

4.6%
Disposable Income
Per Capita Growth YoY
人均可支配收入同比增长

15 Million
Footfall per year
每年客流总量：
1500万

105,000
Sqm net leasable
area
净可出租区域：
105,000平方米

271 Shops,
restaurants, cafes
and bars
二百七十一家商铺，
餐厅，咖啡厅

Immediate
catchment of 1.8
million people
商业覆盖面积人口
总量：
180万

270 Minutes
highest Shenyang
dwel time
270分钟沈阳最高顾
客停留时间

45 International
Brands in Star Mall
星摩尔拥有四十五
个国际品牌

STAR MALL 国际化品牌

International Brands

RETAIL MIX

在86个主要国际零售品牌中已有46个品牌入住沈阳，现在的沈阳已经当之无愧的成为许多零售品牌在中国北区最为有利的进驻目的地。星摩尔购物中心为了迎合市场客群对于时尚品味的追求和向往，已经向内引进10多个国际零售品牌。

INTERNATIONAL BRANDS

Shenyang is becoming China's Northern powerhouse for international retailers, with 46 of the 86 core brands in Shanghai having presence in the city.

Star Mall has already introduced 10 new international retailers to the city, proving shoppers appetite for international fashion.



STAR MALL 餐饮品牌

Food & Beverage

在星摩尔,你能品尝到超过50家咖啡馆,酒吧和餐厅的美味,包括熊猫来了、北京大鸭梨、肯德基、必胜客、汉堡王、赛百味等种类繁多的中西餐厅。还有我们全新开业的美食广场一定会让您驻足品味一个独特的包容来自全国各地美食的大餐厅。

At Star Mall, you'll find more than 50 cafes, bars and restaurants including the Panda Coming Hotpot, Beijing Dayali, KFC, Pizza Hut, Burger King, Subway. Make sure to stop by our newly opened Star Mall Food Court too - a unique mix of different cuisines from all over China.



STAR MALL 教育与娱乐

Education & Entertainment

Star Mall is a leisure, entertainment and edutainment destination for the entire family.

星摩尔作为一个综合商业体，为每个家庭提供了休闲娱乐，教育的不二选择



Duo Duo Kids 朵朵童世界



AT Max AT运动公园



SU YUAN ART 索源画室



Russia Rood Food 俄罗斯国家馆旗舰店



Swim 斯卫姆国际水上教育中心



Cool Children's World 酷儿汇童世界



Chinese Education 四方国学



Wisbeyond 纳智国际俱乐部



CLASS 智能阅读馆

STAR MALL 教育与娱乐

Education & Entertainment



HBC 华谊兄弟影院



D·House 帝豪斯游泳健身



STAR MALL 教育与娱乐

Education & Entertainment



SPACE-8[®] KTV 空间八度量版KTV



Fast Basketball 篮不住篮球俱乐部



Mo Er Jie Qu 摩尔街区电玩城



Jia Qu Wu 夹趣屋



Time Archery Club 时光射箭俱乐部



Le Ski 雪乐山滑雪

STAR MALL 活动精选

Exceptional Events & Campaigns

2014 恐龙来了-恐龙展
DINOSAUR EXHIBITION



2015 海绵宝宝海洋探索之旅展览
SPONGE BOB EXHIBITION

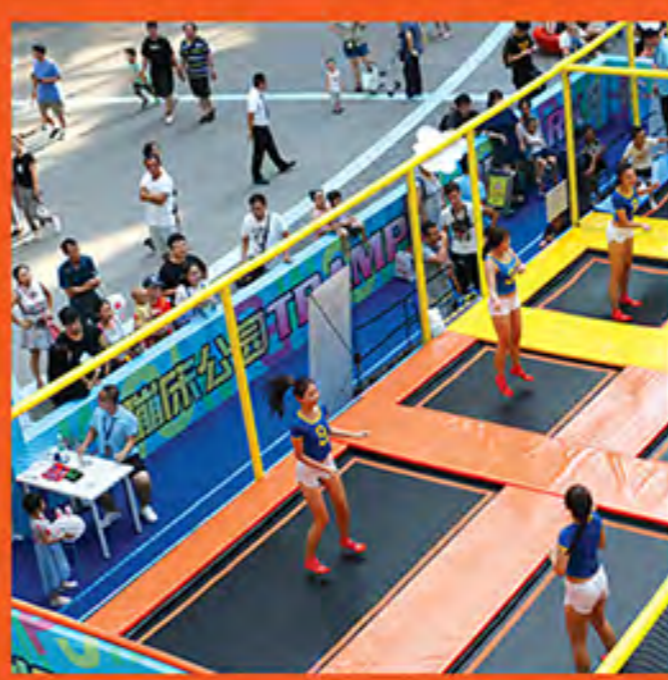


STAR MALL 活动精选

Exceptional Events & Campaigns

2015 星摩尔街舞对抗赛
STAR MALL HIP HOP BATTLE

2017 蹦床公园
TRAMPOLINE PARK



STAR MALL 活动精选

Exceptional Events & Campaigns

2015 星星小姐选美比赛
STAR MALL MISS STAR



STAR MALL 活动精选

Exceptional Events & Campaigns

2016 星星小姐选美比赛
STAR MALL MISS STAR



STAR MALL 活动精选

Exceptional Events & Campaigns

2017 星星小姐选美比赛
STAR MALL MISS STAR



STAR MALL 活动精选

Exceptional Events & Campaigns

2018 星星小姐选美比赛
STAR MALL MISS STAR



STAR MALL 活动精选

Exceptional Events & Campaigns

2019 星星小姐选美比赛
STAR MALL MISS STAR



STAR MALL 活动精选

Exceptional Events & Campaigns

2015 星摩尔秋冬时装周
STAR MALL FASHION SHOW AUTUMN&WINTER



STAR MALL 活动精选

Exceptional Events & Campaigns

2016 星摩尔春夏时装周
STAR MALL FASHION SHOW SPRING&SUMMER



2016 星摩尔秋冬时装周
STAR MALL FASHION SHOW AUTUMN&WINTER



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STAR MALL FASHION SHOW SPRING&SUMMER



2019 星摩尔秋冬时装周
STAR MALL FASHION SHOW AUTUMN&WINTER



STAR MALL 活动精选

Exceptional Events & Campaigns

2020 星摩尔秋冬时装周
STAR MALL FASHION SHOW AUTUMN&WINTER



STAR MALL 活动精选

Exceptional Events & Campaigns

2021 星摩尔春夏时装周
STAR MALL FASHION SHOW SPRING&SUMMER



2021 星摩尔秋冬时装周
STAR MALL FASHION SHOW AUTUMN&WINTER



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Exceptional Events & Campaigns

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STAR MALL FASHION SHOW AUTUMN&WINTER



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2023 星摩尔春夏时装周
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STAR MALL FASHION SHOW AUTUMN&WINTER



STAR MALL 活动精选

Exceptional Events & Campaigns

2015 星摩尔圣诞集市
STAR MALL CHRISTMAS MARKET

活动由美国商会、欧洲商会、香港商会共同主办
WITH AMERICAN CHAMBER AND EUROPEAN CHAMBER AND HONGKONG CHAMBER



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STAR MALL 活动精选

Exceptional Events & Campaigns

2016 星摩尔万圣节
STAR MALL HALLOWEEN



2017 星摩尔万圣节
STAR MALL HALLOWEEN



STAR MALL 活动精选

Exceptional Events & Campaigns

2018 星摩尔万圣节
STAR MALL HALLOWEEN

2019 星摩尔万圣节
STAR MALL HALLOWEEN



STAR MALL 活动精选

Exceptional Events & Campaigns

2020 星摩尔万圣节
STAR MALL HALLOWEEN



2021 星摩尔万圣节
STAR MALL HALLOWEEN



STAR MALL 活动精选

Exceptional Events & Campaigns

2022 星摩尔万圣节
STAR MALL HALLOWEEN



STAR MALL 活动精选

Exceptional Events & Campaigns

2023 星摩尔万圣节
STAR MALL HALLOWEEN



STAR MALL 活动精选

Exceptional Events & Campaigns

2024 星摩尔万圣节
STAR MALL HALLOWEEN



STAR MALL 活动精选

Exceptional Events & Campaigns

2025 星摩尔万圣节
STAR MALL HALLOWEEN



STAR MALL 活动精选

Exceptional Events & Campaigns

2015 星摩尔圣诞节
STAR MALL CHRISTMAS

2016 星摩尔圣诞节
STAR MALL CHRISTMAS



STAR MALL 活动精选

Exceptional Events & Campaigns

2017 星摩尔圣诞节
STAR MALL CHRISTMAS

2018 星摩尔圣诞节
STAR MALL CHRISTMAS



STAR MALL 活动精选

Exceptional Events & Campaigns

2019 星摩尔圣诞节
STAR MALL CHRISTMAS

2020 星摩尔圣诞节
STAR MALL CHRISTMAS



STAR MALL 活动精选

Exceptional Events & Campaigns

2021 星摩尔圣诞节
STAR MALL CHRISTMAS

2022 星摩尔圣诞节
STAR MALL CHRISTMAS



STAR MALL 活动精选

Exceptional Events & Campaigns

2023 星摩尔圣诞节
STAR MALL CHRISTMAS



STAR MALL 活动精选

Exceptional Events & Campaigns

2024 星摩尔圣诞节
STAR MALL CHRISTMAS



STAR MALL 活动精选

Exceptional Events & Campaigns

2025 星摩尔圣诞节
STAR MALL CHRISTMAS





STAR MALL
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星摩尔

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