**Polish brand joins tenants at the Plejada Shopping Centre in Sosnowiec as refurbishment continues**

**Plejada Sosnowiec is undergoing one of the largest, benchmark-setting refurbishments in the region. St Martins Europe BV, the owner of the shopping centre, has appointed global real estate services firm Cushman & Wakefield to manage the full implementation of the project. The process involves Cushman & Wakefield’s Retail Sector experts, including leasing, property management, marketing and project management teams. Thanks to this synergy of activities and a consistent strategy, Plejada Sosnowiec is attracting new brands seeking to establish a presence in the shopping centre. The latest newcomer is Worldbox, the CCC Group’s new multi-brand concept store, offering clothing, footwear and accessories from leading global brands.**

The scale of the changes taking place at Plejada Sosnowiec demonstrates that this is not an ordinary refurbishment but a comprehensive transformation designed to meet the needs of today’s consumers. The aim is to reposition the shopping centre and align its design and systems with the highest standards of functionality and energy efficiency. The decision on the best way forward was preceded by Cushman & Wakefield’s analyses of various scenarios for the retail scheme. The transformation concept was informed by market studies, including GfK’s surveys, which highlighted evolving consumer needs. In recent years, numerous housing estates have been developed near the shopping centre, with families raising children forming the majority of the local population. These consumers expect not only an engaging shopping experience but also access to user-friendly leisure and entertainment spaces.

These needs are being addressed through a two-year refurbishment plan divided into two phases. The first one, already underway, focuses on the closed section of the shopping centre, where a modern food court will be completed and a children’s playground added to fill a gap in Plejada’s offering. The second phase will include the renovation of the entrance façade and upgrades to the operating section of the retail scheme (ceilings, lighting, shopfronts, flooring and toilets), as well as the installation of new street furniture, breakout zones and refreshed interior colours. All the works are scheduled for completion in 2026.

*“While this ambitious vision for Plejada Sosnowiec led to many lease renewals last year, we are now seeing growing interest from new brands, as exemplified by Worldbox, which has signed up to join the shopping centre. The new F&B zone, leisure areas and refreshed design are just some of the changes consistently implemented by the owner of the scheme. Our goal is also to strengthen the entertainment offering and broaden the tenant mix in the F&B and retail segments to better meet the needs of local residents. We are planning to continue discussions on this at the upcoming Shopping Center Forum Fall 2025 at EXPO XXI, scheduled for this September,”* says **Magdalena Gniazdowska, Retail Leasing Manager, Cushman & Wakefield.**

The next brand set to debut at Plejada Sosnowiec soon is Worldbox, a concept developed by the CCC Group. Worldbox offers products in categories such as clothing, footwear and accessories from global brands, including Reebok, Puma, Hunter, Converse, Shaq, Vans, and Kappa. Its collections feature athleisure, sports and casual items for women, men and children. The brand aims to redefine the combination of style, the latest trends, functionality, durability and comfort. The company plans to expand the chain rapidly, targeting 1,400 stores, one of which – spanning over 500 sqm – will open at Plejada Sosnowiec this year.

Plejada Sosnowiec boasts the largest retail offering in the city. This success stems from both its established position in the local market and consistent positioning as a leading retail destination in the region. The ongoing refurbishment reinforces this appeal, with both current and new tenants viewing Plejada not only as a stable business partner but also as a centre with strong growth potential and the ability to respond to evolving customer needs.

**About Cushman & Wakefield**

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of $9.4 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that *Better never settles*, the firm receives numerous industry and business accolades for its award-winning culture. For additional information, visit www.cushmanwakefield.com.

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