

Featured

Winnipeggers line up in droves at outlet mall opening

CTV Winnipeg
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Bargain hunting Winnipeggers lined up for hours Wednesday morning at the grand opening of Outlet Collection Winnipeg.

Jay Dangerfield said he got in line at midnight so he could claim the title as the first person to arrive.

"Why not?" he said. "It was kind of boring, cold and boring. I got a little hungry."

He brought friends along to keep him company while hanging on to his number one spot in the queue.

"I'll be the first one in the mall, the first one to do something," he said.

Outlet Collection Winnipeg offers over 400,000 square feet of retail space at the corner of Kenaston Boulevard and Sterling Lyon Parkway. It has 100 outlet stores, including Saks OFF 5th, DSW Designer Shoe Warehouse and Winners.

"In good times people love a good deal. In bad times people need a good. This is a good deal for everybody," said Ivanhoé Cambridge president Claude Sirois.

The mall said more than 2,000 people lined up before doors opened at 10 a.m..

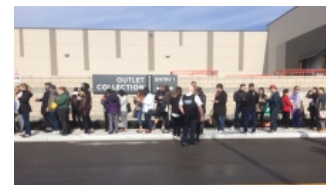
"I'm thrilled," said Stacy Kule from the line. "Winnipeggers always look for a deal, and I think this line shows that everyone was here for a deal, and the stores they've chosen are great," she said.

Laurie Bergstrom lined up at 5 a.m., drawn by gift card giveaways and cash draws to celebrate the opening.

"Apparently, it's my first rodeo, because I didn't bring a blanket, or a raincoat, or runners," she said.

"I wore flip flops, because I want to buy some new Nikes when I'm here."

PHOTOS



Outlet Collection Winnipeg offers over 400,000 square feet of retail space at the corner of Kenaston Boulevard and Sterling Lyon Parkway. (Source: Beth Macdonell)



Beth Macdonell
@BethCTV



Here's a look at some of the stores inside Outlet Collection Winnipeg. #ctvwpg

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Premier Brian Pallister and Mayor Brian Bowman were among some of the attendees on hand to help open the mall.

"I'm very excited about it, and I expect it will be a very successful addition to the Winnipeg retail market," said Charleswood City Councillor Marty Morantz.


Outlet Collection Winnipeg cost \$200 million to build.

1,300 full and part-time retail jobs were created.


The mall has 2,300 parking spaces, and 80 bicycle parking spots.

Prizes and live entertainment took place throughout the day.


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