

PRESS RELEASE

Park&Shop Imotski Officially Becomes Supernova Imotski

With the acquisition and rebranding of the shopping center in Imotski, Supernova Group brings an enhanced retail offering with 27 stores, while marking the name change with a grand celebration for all visitors.

Imotski, August 28, 2026 – Park&Shop Imotski shopping center has officially become **Supernova Imotski**. Following its acquisition of the center at the beginning of the year, Supernova Group has carried out an extensive rebranding and refurbishment process aimed at creating a more modern, comfortable, and content-rich destination for everyday shopping and socializing for the residents of Imotski and the surrounding area.

Spanning a total area of **13,414** square meters, Supernova Imotski now offers **27 stores** and **444 parking spaces**, providing visitors with a diverse range of options for everyday shopping, fashion, beauty, home furnishings, and other needs. In addition to well-known stores such as Konzum hypermarket, Bipa, Pepco, Deichmann, KIK, JYSK, and Školska knjiga, the center's offering has been further expanded in the newly constructed and extended section. Visitors can now also shop at Müller, Europa 92, Mana, Optotim, and Tom Tailor.

Another new addition is the upcoming opening of the Playtronic children's playroom, which is expected to begin operating during September.

*"Since acquiring the center, we have taken an important step forward in its development. We wanted to create a more modern, comfortable, and vibrant space that meets the needs of our visitors while offering even more reasons to visit. The rebranding to Supernova Imotski means much more to us than simply changing the name – it marks the beginning of a new chapter and the continuation of our investment in the center, its retail offering, and its amenities," said **Markus Pinggera, Managing Director of Supernova Group.***

To celebrate the official renaming and this new beginning, Supernova Imotski has organized a grand celebration. Visitors can look forward to a rich entertainment and culinary program featuring a cooking show and traditional Dalmatian specialties, children's entertainment, prize draws with valuable gifts, and special celebratory discounts in the center's stores, available through **Sunday, August 30**.

All information about the new stores, discounts, and the detailed schedule of the celebration program is available on the center's new official website: www.supernova-imotski.hr.

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