

luxury briefing.

issue 158 June 2012

Francesco Trapani: customers are still spending but more demanding... luxury service has been lacking

Quick on the drawer: *Nick Foulkes inside the Cartier archives*

MAVINS, CIVET & MIST: the new trading blocs to watch

Retail property reports from Europe, New York and (booming) London

Technoluxe: *how did that happen?*

London

A month by month review of early 2012 and the leasing activity of the major groups confirms London's position as the premier luxury retail location in Europe. In January, **Labelux group** brand **Belstaff** acquired 25,000 sq ft at 155-157 New Bond Street at a rent of £3m per annum, not long after **Bally** leased 45-46 New Bond Street paying a key money premium of almost £4m.

By February, **Ferragamo** was dominating the headlines, agreeing the UK's most expensive retail rent ever at over £1,000 per sq ft for 24 Old Bond Street. March saw the attention focused on Sloane Street, with **Alberta Ferretti** establishing a record rent of over £800 per sq ft. At the same time, **Loro Piana** almost doubled the size of its store.

In April, **H Stern** paid **Browns** £1m for the lease of 6c Sloane Street and **Rag & Bone** acquired the landmark former HSBC bank on Sloane Square. During May, in plenty of time for the Olympics, **Stella McCartney** launched the first **Adidas/Stella McCartney** retail collaboration in Brompton Cross, closely followed by **Carolina Herrera** selecting the same location for her second store in London.

June brought the appearance of scaffolding at 158-159 New Bond Street, the new **Chanel** store, with rumours persisting that **Christian Dior** would rebuild 160 New Bond Street.

On Mount Street, hot on the heels of **Nicky Clarke** relocating to accommodate **Oscar de la Renta** (no 130), Swiss luxury watch brand **Parmigiani Fleurier** has just paid almost £1m for the lease of the former **Riyahi Gallery** at no 97.

Whilst the two main thoroughfares have dominated the headlines due to the magnitude of the record key money premiums and rents paid, Bruton Street, for example, now shows signs of an improved retail line-up. **Isabel Marant** has acquired no 29 (premium £750,000) and **Alice Temperley** the Juicy Couture building (no 27) for £950,000. The **Miller Harris** premises at no 21 is now under offer to a quintessentially British menswear brand. In Savile Row, **The Kooples** ruffled the feathers of an establishment still recovering from the arrival of **Abercrombie & Fitch Kids**.

Whilst Sloane Street is likely to remain within the stewardship of the custodian landlord, **Cadogan**, on Bond Street retailers continue in their quest to own their own buildings. Well over a billion pounds of real estate is now in the hands of private families or luxury retail groups protecting their stores for future generations whilst securing a very healthy rate of return and, in some cases ironically, receiving rentals from their competitors. It will be intriguing to watch the activities of the major groups following the summer of celebration, although there appears no current desire to place London anywhere other than the very top of the list of preferred locations for a new or larger store.

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Europe

The Netherlands

The face of luxury street PC Hooftstraat in Amsterdam has changed significantly due to the number of new entrants. Most recently **Paul Smith** has opened in the old Edgar Vos store. **Seven For All Mankind** and **Jimmy Choo** have opened further down the street, whilst **Burberry** has opened a second store. **IKKS** has recently opened in The Hague and Amsterdam; coming to Maastricht soon.

France

Paris's market remains buoyant, with plenty of activity on the high end and luxury streets. **Giorgio Armani** has taken the Ungaro space on avenue Montaigne while **Tom Ford** continues its steady growth with a 350 sq m store on four levels on rue Francois 1er. The **Richemont Group** has taken over Old England on boulevard des Capucines.

Germany

The German luxury retail market is very stable, with high demand for space in the major cities. **Lumas Galerie** has opened 340 sq m in Berlin in Quartier 206. **Barbour Heritage** has opened a 75 sq m store on Alte

Schoenhauser Strasse. In Hamburg **Zadig & Voltaire** opens its first store of 210 sq m on Bleichenbruecke close to Neuer Wall.

Spain

Despite the financial uncertainty in Spain, there is still market activity. **Tara Jarmon** opens on Calle Claudio Coello in Madrid. **Loewe** has opened a 600 sq m gallery on Paseo de Gracia 91 in Barcelona, and also refitted its store at Paseo de Gracia 35.

Italy

Milan's luxury quarter, Il Quadrilatero, remains strong. **Longchamp** has opened on via della Spiga. **Pollini** has relocated from mass market Corso Vittorio Emanuele to luxury street via della Spiga. On via Montenanapoleone, **Sutor Mantellassi** has opened a 250 sq m store. **Hackett** has opened a 530 sq m store on Via Manzoni. In Rome **Ermenegildo Zegna** has opened 300 sq m on the main luxury street via Condotti. **Il Gufo** has opened 35 sq m on via del Babuino. **Louis Vuitton** has opened its new store on piazza San Lorenzo in Lucina.

Scandinavia

Ralph Lauren opened in Stockholm on Biblioteksgatan, whose landlord, **Hufvudstaden**, is actively bringing more luxury brands to the area. In Copenhagen **Louis Vuitton** is relocating to the ex **Benetton** unit.

Other markets

Paul Smith opened its first Australian store in Melbourne on Collins Street on May 7. It is currently looking for options in Sydney.

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New York

ON Madison Avenue, **Armani Junior's** first US store will be at 1223. **Collette Vintage** will offer major designer apparel at lower prices at 92nd Street. **Monique Lhuillier** will open just off the avenue at East 71st Street. Italian jeweler **Ippolita** will arrive at 796 Madison. **Sandro** is coming uptown to 986 Madison. **Rebecca Taylor** will open next month at 980. **I W Schaffhausen** has debuted at 535. **Swarovski** will create another gem at no 365, in the Roosevelt Hotel.

On Fifth Avenue, **Salvatore Ferragamo's** newly renovated flagship reopened in style at 655. On the Upper East Side, **Pookie & Sebastian** will have another shop at 794 Lexington Avenue. In Midtown, **Maison 24** (470 Park Avenue) launched a **Rory Dobner** shop-in-shop.

In SoHo, **Chloé's** home will be at 93 Greene Street. **Dior Homme** has opened at 133 Greene Street. **Apple's** multi-million dollar renovation and expansion is nearly complete. Swiss **Victorinox** took 99 Wooster Street. **The Row**, by Mary-Kate and Ashley Olsen, will use 609 Greenwich Street for a massive showroom. **Rubin & Chapelle** is relocating its 14th Street shop to Mercer Street.

In Nolita/ Lower East Side, find an interesting mix of fine women's apparel, accessories (including Jerome Dreyfuss' bags) and vintage books at **Warm**, 181 Mott Street. In the West Village, **Maison Martin Margiela** has taken 363 Bleecker Street for its MM6 collection. **Henry Beguelin's** luxury leathers are joined by other designers at 30 Charles St.

In the Hamptons, the season is getting under way! **Monc XIII** offers furniture and home decor at 40 Madison Street in Bridgehampton. Upscale grocer **Whole Foods Market** will open a season market in Wainwright. **C Wonder** has taken 5 Main Street in Southampton. **Christopher Kaufmann** jewels will locate at 37b Main Street, East Hampton. **Haute Hippie** has opened its first permanent area shop at 20 Newtown Lane in East Hampton, while also returning with its pop-up at 66 Jobs Lane in Southampton. Gourmet treats are at **The Sagg General Store** at 542 Sagg Main Street in Sagaponack. Local legend **Stevenson's Toy Shop** has relocated to 69 Jobs Lane in Southampton.

Trend-tracking from the streets of gold: making a splash

Why take just one store when you can lease three and make a real statement? Japan's lingerie maker **Bradelis** has opened at 211 Elizabeth Street, 66 Madison Avenue and a unit in Queens, all on the same day. **Rebecca Taylor** will open at 980 Madison just months after debuting in Nolita and Meatpacking.

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