

	OUR VIEW ON	
	Brands & Boutiques : November 2014 selection	

→ STREET NEWS

- COS : To open its 1st store in Marbella, the 7th in Spain
- DONDUP : To open its first store in Russia, Neglinnaya Plaza in Moscow
- H&M : Opened its larger Italian store in Milan (4 000 m2 on 4 levels) Corso Vittorio Emmanuele
- HERBORIST (Chinese cosmetics) : To open avenue de l'Opéra in Paris; already present in France and Poland via Séphora boutiques
- IKEA : Ikea has been running a 'Cliquez & Emportez' pilot in Montpellier (France) for over a year now and wants to extend the service to another five pilot stores, before implementing it in every French Ikea
- MAISONS DU MONDE : To open its first store in Germany, Essen
- NESPRESSO : To open its first flagship store in Milan
- PETIT BATEAU : To enter China
- PRIMARK : To expand in USA
- URBAN OUTFITTERS : To open its first store in Spain on 1 800 m2, Barcelona
- TOP SHOP : To open a flagship in NY, 5th avenue

→ NEWS IN MALLS

- & OTHER STORIES : To open on 900 m2 in Polygone Riviera project (to open 2015, 73 000 m2)
- THE KOPPLES : To open its first store in Dubai (The Dubai Mall, 300 000 m2)

→ CONCEPTS & BM

- AMAZON

American e-tailer Amazon is trialing taxis as a means of delivery in San Francisco and Los Angeles. Packages can be delivered within the hour for 5 dollars per package.

The taxis are being guided through the Flywheel app, which sends them to distribution centres, which in turn may hand out up to 10 packages.

- NIKE

American sports brand Nike has opened a women-only store in Newport Beach, California. It will also have its own fitness room, designed for group lessons.

«Women's business never stronger»

Nike's new 560 sqm store will not only sell sports-related products, like yoga, fitness and running, but will also sell more fashionable items, focused on less intensive activities.

→ DEPARTMENTS STORES & SUPERMARKETS

- ALDI : Interested in opening stores in China. 2018

- MONOPRIX : Opened its new "retail in transit" concept in gare Montparnasse Parisian station.

Monop Lab (in partnership with Elixir) proposes on 90 m2 a food and non-food offer, on a modular principle.

This experience will be also extended to other proximity formats

- O'KEY : The grocery retailer O'Key intends to open approximately 40-50 stores in the discounter format in 2015. The company had previously stated that all of the outlets would operate under the Da! name, although this is now said to be a working title. In addition, O'Key plans to open 14 new hypermarkets next year.

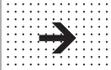
In 2013 the company store count will grow by 13 establishments, including eight hypermarkets and five supermarkets.

- TESCO : Has opened its first smaller-format Tesco Express store, which caters to busy office workers, in the City of London. The outlet mainly concentrates on to-go food items, such as salads, sandwiches and sushi. Like other Tesco stores, self-serve payment is used and only credit or debit cards are accepted.

November 2014



BIRD'S EYE VIEW
PROPERTY DEVELOPMENT SERVICES

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- VICTORIA SUPERMARKET

The Russian supermarket chain Victoria has leased premises for a store in the Vykhodnoy retail and entertainment centre now under construction in the Moscow suburb of Lyubertsy

→ **DIGITAL NEWS**

- H&M

To open a web shop in 12 countries : Belgium, Bulgaria, Hungary, Poland, Romania, Slovakia, Czech Republic Portugal, India, Peru, Taiwan and South Africa

- SAINSBURY'S

Is reportedly testing an app that could eliminate store checkouts. The app allows users to scan items at the shelf and pay via their smartphone. Shoppers also can use the app to create a shopping list prior to visiting the store.

- TESCO

Is offering free Wi-Fi at its more than 900 stores in the U.K. and Ireland. The supermarket chain has partnered with BT to offer shoppers superfast Wi-Fi service at speeds up to 76Mbps. The in-store Wi-Fi will allow customers to go online to get product information, recipes and access to in-store promotions.

Sources :

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