
	OUR VIEW ON	
	<b>Brands &amp; Boutiques   JANUARY 2015 selection</b>	

## → STREET NEWS

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- BRACCIALINI (It, bags)  
To open in Moscow
- CIOCOYO (It, chocolate food)  
To open on Baker Street
- GEOX  
To have 200 shops in China in 2015
- HABITAT  
Will open a new two-story flagship store in Berlin (Potsdamer Strasse) in July 2015
- INDITEX  
To open 12 new Zara stores in the USA in the 2015
- MEXX  
Turkish Eroglu Holding has acquired fashion brand Mexx and plans to relaunch several dozen stores all across Europe.  
Mexx has 500 stores in 56 countries
- PIKOLINOS (Es, shoes)  
Opened a fist shop in Paris; runs 25 stores in Spain, 40 in China, plans to enter in Russia
- UNIQLO  
Plans entering Canada with 2 stores in Toronto in late 2016

## → NEWS IN MALLS

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- FOREVER 21  
Opens flagship store in the Potsdamer Platz Arkaden Berlin; the new 2,210 sqm store will be the retailer's fourth location in Germany
- JD SPORT  
To open in Italy (Rome), in Belgium (Antwerp)
- VF Corporation  
Lee, Wrangler, Vans and The North Face open first outlet stores in Fashion House outlet centre Moscow

## → CONCEPTS & BM



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- ESPRIT  
Developed a new brand : Every.day.counts in Amsterdam; Berlin, Antwerp should follow
- KIABI KIDS  
Is expanding its new SC and inner city (<1 000 sqm) format tested in Quartz (Paris region) ; plans 50 shops.
- ORANGE (Fr, Mobile phones)  
Is testing a new shop format on open-space in Romania and Poland (120 to 130 sqm)

## → DEPARTMENTS STORES & SUPERMARKETS

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- EATALY  
To open on 3.700 sqm its first unit in Germany

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## → DIGITAL NEWS

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### - AMAZON

Amazon.com canceled plans to launch its Amazon Wallet mobile-payment app, after six months of testing.

### - BMW

Has created the ConnectedDrive Store, which will enable drivers to use their car's infotainment system to download apps and buy services; will enable customers to buy additional apps and services from their car. At first, it will focus on additional GPS maps or updates for navigational systems, but it will also have music streaming apps.

BMW's ConnectedDrive Store will launch in the United States in the spring of 2015, with other regions to follow afterwards.

### - DEAL-X

A firm specialising in collecting commercial property transaction data by crowdsourcing information from industry participants, has launched in Europe.

### - WALMART

About half of Walmart.com's online orders are shipped or picked up from stores, while shipping speed has improved 15 % over the last few years

#### Sources :

Property EU : <http://www.propertyeu.info>

Property Magazine International : <http://www.property-magazine.eu>

Retailp.com : <http://www.retailp.com>

ICSC : <http://www.icsc.org>

Sites Commerciaux : <http://www.sites-commerciaux.com>

Across magazine : <http://www.across-magazine.com>

RetailDetail : <http://www.retaildetail.be/fr/>

Europe-RE : <http://europe-re.com>

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**BIRD'S EYE VIEW**  
PROPERTY DEVELOPMENT SERVICES