

	OUR VIEW ON	
	Brands & Boutiques FEBRUARY 2015 selection	

→ STREET NEWS

- BIK BOK (Nor, fashion)

Plans to expand outside of Scandinavia, in Austria

- FOREVER 21

Will open a five-level store on Fifth Avenue in Manhattan, taking over the space that formerly housed an H&M

- LA PRAIRIE (Sw, cosmetics)

Opens in Paris its 1st store

- LES NEREIDES (Fr, jewellery)

Is entering the US, in Chicago and plans to open 10 stores over the next few years

- MICHAEL KORS

Opens its first high street store in Prague

- NEW BALANCE

To open on Oxford Street its 1st store in UK

- SEIKO

Opens its first Russian store in the St.Nickolas complex on Nikolskaya Street, Moscow. The official opening of the 81 sq m store is scheduled for summer/autumn 2015

- SUPERDRY

Will open two franchised stores in Moscow malls this spring, operated by Azerbaijan's PNN Group. This will mark the first foreign retailer to open in Russia this year. Superdry is looking to expand in multiple countries, with a special focus on Germany

- T2 (Aus, tea)

The store in the Shoreditch area of London, and designed by Landini Associates (of Sydney, Australia) was named Store of the Year by the Retail Design Institute, in annual design competition

→ NEWS IN MALLS

- VICTORIA'S SECRET Beauty&Accessories

Will open in Emporia (Sw) its first store in SC

- BLUEWATER (UK)

New brands : White Stuff, Bill's, American Eagle, Le Creuset

- GUNWARF QUAYS (UK)

30% change in the tenant mix for 2 years : Mint Velvet, Asics, Coast, Watch Station, Musto, Prêt à Manger, Pearl Izumi, Tommy Hilfiger, All Saints, Ugg, Radley are new entrants

→ CONCEPTS & BM

- AMAZON.COM

Is venturing offline again, with its latest experiment in brick-and-mortar retailing: a staffed customer-order pickup and drop-off site for students at Purdue University (Amazon@Purdue). Not just the students, but also Purdue faculty, staff and alumni can purchase textbooks and other items on a dedicated page at Amazon's website for physical delivery to the Amazon@Purdue location; rented textbooks and other items may be returned there too.

- COURIR (Fr, sport shoes)

To open in Paris its 1st store for women "#CLaBoutique"

- H&M

Is launching a new beauty concept, H&M Beauty, with an initial debut in about 900 stores and online, starting in fall 2015.

- MACY'S

Is betting on beauty with its \$210 million purchase of Bluemercury, a luxury cosmetics and spa-services retailer based in Washington, D.C. Bluemercury operates about 60 stores across 18 states, typically in prime street-level locations and urban lifestyle centers, as well as an online business.



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➔ DEPARTMENTS STORES & SUPERMARKETS

- MACY'S
Opening in Al Maryah Central (215 000 sqm) in Abu Dhabi its first store (19 000 sqm) outside of the US
- BLOOMINGDALE
Is opening its 1st store in Abu Dhabi (21 300 sqm), the 2d in UAE
- EL CORTE INGLES
Gap to open shops in shop in the department store
- TESCO
To cut 10 000 jobs and close 43 hypermarkets in UK

➔ DIGITAL NEWS

- CARREFOUR
Has developed a smartwatch app, which connects to Carrefour's C-òu app, in order to allow customers to keep track of their shopping list on their watch.
Currently, only customers at the French Villeneuve-la-Garenne store with a Samsung smartphone and smartwatch can use the new service
- GOOGLE
Google is now partnering with AT&T, Verizon and T-Mobile to bring its Google Wallet mobile payment app to their Android phones later this year. Google acquired Soft-card (payment solution developed by the same operators)
- PINTEREST
Is rumoured to be planning to add a "Buy button" into its pins shortly, which would keep visitors on its website while they shop. The button could be launched within the next 6 months
- WALMART
American store chain Wal-Mart wants to invest 1.5 billion dollars (1.3 billion euro) into its online activities in 2015. It has every reason to do so, as its fourth quarter online turnover grew 18 %.
Wal-Mart intends to improve its online infrastructure, aiming to sell twice the number of web shop products this year
- ZALANDO
German online fashion retailer Zalando has managed its first yearly profit since its launch in 2008. A decent turnover increase helped create a 2014 EBITDA of 62 million euro.
Zalando entered 15 countries and allegedly welcomes 100 million visitors per month, about half (43 %) through smartphones and tablets

Sources :

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