

	OUR VIEW ON	
	Brands & Boutiques MARCH 2015 selection	

→ STREET NEWS

- BARNES & NOBLE

Says it will spin off its college division, which operates 714 stores on U.S. college and university campuses, from its retail and Nook digital businesses into a publicly traded company

- COS

Will open in Luxembourg near the end of the year

Funded in 2007, focused on European store openings at first and it currently has stores in 16 European countries. Its Luxembourg store will be located on the Rue Philippe II in the capital. It also has stores in Asia and has recently launched its first stores in the United States, near the end of 2014

- HAMLEYS (UK, Toys)

London-based Hamleys, owned by French retailer Groupe Ludendo since 2012, will open in Mexico and is reportedly scouting out Chicago, Los Angeles and New York City, as well as some U.S. airports

- J.CREW (US, fashion)

To open a store in Paris, in "Le Marais" district; a second s planned in September. The brands has already 4 shops in UK and just announced a 5th

An international market place is running since 2012

- HERMES

Opens a revamped London flagship with a men's space covering half the ground floor

- IKEA

To open a concept store downtown Milano, Via Vigevano

- LONGINES (Swatch group)

opens its first store in France

- MICHAEL KORS

To open in Brussels, avenue Louise

- REPETTOTO open its first store in New York

- RITUALS

To open its first shop in France

→ CONCEPTS & BM

- IKEA

Wants to put a stop to a series of hide-and-seek games being organized over Facebook and played in its stores across Europe. Some 19,000 people signed up for one such game in Amsterdam. The company says the players are hiding in sleeping bags, among the furniture displays and in nooks and corners all over the stores

- DECATHLON

Is continuing its European expansion: it will open pick-up points and shop-in-shops at Asda supermarkets in Great Britain, while it will also build a huge distribution center in Spain

- STARBUCKS

Revealed that over the next five years it plans to open 3,500 locations in its Americas region and 8,000 new stores in foreign markets

Starbucks is opening a new smaller, take-away only footprint especially focused on meeting the demands of customers in urban locations during the morning peak. The first Express location is scheduled to open in the company's second quarter, in New York, with four additional stores on tap by year end, now open in Manhattan

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→ DEPARTMENTS STORES & SUPERMARKETS

- AUCHAN & SYSTEM U

Two of France's largest distributors have struck a deal to exchange stores

All Hypermarchés U meeting the conditions (larger than 5,000 sqm and with a 50 million euro turnover) will transfer to Auchan. 15 out of 67 Hypermarchés U will transfer immediately, although eventually all stores may turn into Auchan stores.

At the same time, the 262 Simply Market stores, one of Auchan's brands, will transform into Super U stores. The consumer should be able to see the first changes after the summer

- CARREFOUR

Is preparing to relaunch its former discount brand ED. About a third of the acquired Dia stores in France would be turned into Ed stores, while the remainder would become a Carrefour

- EL CORTE INGLES

Becomes the exclusive franchisee of Gap in Spain

- LIDL

Plans 40 new stores in Spain

- MACY'S

Plans to open a Bloomingdale's Outlet store on New York City's Upper West Side

- TESCO

Has regained sole ownership of 21 superstores in a transaction with British Land, in an agreement that comes as Tesco continues to strengthen its core UK business, and will reduce the retail giant's bill

- WHOLE FOOD

Says it now provides fresh grocery delivery options to more American homes than any other food retailer. The chain launched a partnership with third-party delivery service Instacart in 15 markets in September, and current weekly online delivery sales have already passed the \$1 million mark

→ DIGITAL NEWS

- ALDI

Will soon open a pilot web shop in the United Kingdom. The British market, already very eager on buying online, should be the ideal testing ground before future expansion

- AMAZON

Has opened a store on Alibaba's online marketplace, Tmall.

Retailers on Tmall have to pay a fee to Alibaba for every transaction, which means Amazon will pay its competitor for every item it sells on Tmall

Amazon's newest store, called Amazon Exclusives, will offer innovative products (created by up-and-coming brands) which cannot be found in your average store

- BONOBO

Said it will expand its brick-and-mortar operations in June with the opening of its biggest physical space yet: a 4,000-square-foot flagship on New York City's swanky Fifth Avenue. The two-level store will be based on the e-tailer's popular Guideshop concept, which gives its online customers a chance to handle products and consult with associates

- FARFETCH

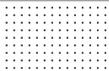
Curated fashion platform Farfetch has raised \$86 million in a Series E round valuing the company at \$1 billion, making it a rare fashion 'unicorn.'

Asos was never valued at \$1 billion as a private company. Neither was Yoox. And though Net-a-Porter, valued at £350m (about

March 2015



BIRD'S EYE VIEW
PROPERTY DEVELOPMENT SERVICES

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\$531 million) when it was acquired by Richemont in 2010, is worth far more today, there has been no market transaction — a funding round, acquisition or IPO — to validate this

- L.L.BEAN

Is set to open at least 100 stores by 2020, according to CEO Christopher J. McCormick. The venerable Maine-based retailer will be opening four this year. The company currently operates 26 full-price stores from the Northeast to Colorado, and this new push will bring it into the Pacific Northwest

- NET-A-PORTER

Cie. Financiere Richemont SA agreed to merge its Net-a-Porter online fashion retail unit with Italian rival Yoox SpA. Richemont will own 50 percent of the combined company, to be called Yoox Net-a-Porter Group. It will be traded on the Italian stock exchange

- OZON

Maelle Gavet Steps Down As CEO Of Ozon, Russia's Amazon. Gavet has been a notable leader of Ozon for more than one reason. At her time at the head of Ozon, Gavet has taken the company through several major funding rounds and growth, the last being a \$150 million round in 2014 at a \$700 million valuation. Gross merchandise value is currently at 32 billion roubles for the year, with net sales of 11.08 billion roubles in 2014

- MASTER CARD

Has partnered with restaurant chain Wagamama to launch its Qkr! app with MasterPass, enabling customers to pay their bill as and when they are ready via an app on their phone.

Wagamama is the first restaurant or retailer to offer the new solution, which has gone through extensive testing to ensure customers can make fast, secure and convenient payments whether they are on their own or in a group

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