



Real value in a changing world

Glitter & glamour shining brightly

The 100 most renowned luxury brands and their
presence in Europe's metropolitan centres

Retail **Intelligence**



Worldwide luxury market has emerged stronger from the financial crisis

The global market for luxury goods has emerged from the financial crisis significantly faster than expected. The likes of Burberry, Gucci Group, Hermès, LVMH, Polo Ralph Lauren, Prada and Richemont have recently reported double-digit sales growth or even record annual sales, which has also reflected favourably on their share prices. Companies' own store networks have played a significant role in all these success stories, with their retail operations typically growing ahead of their other divisions, especially in Asia. With the exception of Japan, this is where the luxury brands have recorded the highest growth rates. In particular luxury fashion brands have greatly benefited from the booming Chinese market. By 2015 China may well emerge as the world's largest market for luxury goods. The European market is intact again as well and remains the main source of sales for luxury goods. European business contributes between one third and 40 percent of the total business of firms such as LVMH and Hermès. The most important European markets by sales are, in order, Italy, France, the UK, Germany and Russia.

Trend towards product expertise and high quality

The financial crisis has led to significant changes in the luxury goods markets. Brands which try too hard are perceived as unauthentic and there is a trend towards product expertise and high quality. A new set of values centering on sustainability, longevity and understatement has taken hold. Customers' fixation on labels has lost some of its importance in Europe at least. This trend is best illustrated by the Bottega Veneta brand which uses no labels at all. Traditional brands inspired by long company traditions and exquisite craftsmanship are the winners. Luxury brand advertising increasingly uses images of diligent craftsmen and companies seeking to add crafts firms with long traditions to their portfolios. At the same time, the east-bound shift of manufacturing activities, which was in full swing before the financial crisis, has slowed down significantly.

Rising requirements in the areas of marketing and logistics

March saw the launch of Mr Porter (www.mrporter.com), the new men's fashion portal of Net-a-Porter, the world's leading e-commerce seller of luxury goods. Yoox most recently reported a continuing rise in its sales figures. All major luxury labels have considerably expanded the online shopping offerings on their websites and feature them prominently in their advertising campaigns. Customers have long come to expect combinations of online and offline offerings and want to shop through all available channels.

Despite the booming online offerings, stationary retailing remains a very important success factor, especially in the luxury segment. A look at the latest annual reports published by the leading firms clearly shows that the sales contributed by company managed shop-in-shops and stores have risen considerably. Almost all renowned luxury brands have been making substantial investments in their own retail structures in recent years, thereby lessening their dependence on wholesale business. An analysis of this development reveals that substantial sums have been invested in increasing space



productivity. All renowned luxury goods purveyors continue to invest in the speed of their supply chain which is key to managing their company-operated stores efficiently.

At the same time there is a strong trend towards verticalisation in the luxury segment. Collections are more effectively tailored to market needs and are becoming smaller. As has been seen at the more volume-oriented end of the textiles market, collections are now produced at considerably shorter intervals and the classical seasonbased collection intervals are increasingly being abandoned.

Many firms are currently tapping the stock market for the required capital; the most recent examples include such as Ferragamo, Moncler or Prada. In addition, luxury labels are increasingly making use of the networks of the major luxury brand holdings. In March LVMH announced the takeover of Bulgari, while Jimmy Choo became part of Labelux. Most recently, François Pinault, CEO of luxury corporation PPR (Pinault-Printemps-Redoute) sent share prices rising when he announced the company's intention to look for suitable takeover candidates.



Luxury labels investing in their European flagship stores

Luxury goods retailing is also unique from a real estate perspective. No other retail segment is as thoroughly internationalised as the luxury goods market. Luxury goods designers are currently targeting their expansion drives on the emerging markets where booming local economies are creating a new class of high-income consumers, resulting in a clear increase in demand for luxury goods. Since the end of the recession, luxury firms have also resumed investing in their mature western markets. Given that all renowned labels have long had a presence on western Europe's essential luxury shopping streets, their renewed interest in property primarily relates to extensive refurbishments and expansions of existing stores. In addition, firms are working to optimise their locations and networks. Gaps in networks are being closed. On almost all luxury shopping streets you can now see volume-oriented retail concepts increasingly showing interest in renting showrooms in luxury shopping locations. These retailers are seeking to benefit from the proximity to the glamorous top-level brands, thereby creating additional demand for scarce showroom space and pushing up rents in the process.



Luxury locations in London, Paris and Moscow commanding top rents

London's New Bond Street is the most expensive luxury shopping street in western Europe, commanding top rents as high as 7,900 Euro per sq m per year. Followed by Avenue Montaigne in Paris where rents amount to as much as 7,500 Euro per sq m and Stoleshnikov Lane, the top location in Moscow where a sq m costs up to 7,015 Euro per year. League table positions 4 and 5 are taken by Italian luxury shopping locations, Via Montenapoleone in Milan and Via Condotti in Rome, where annual top rents run at 6,800 Euro and 6,700 Euro per sq m respectively. Annual rents in excess of 6,000 Euro per sq m are also achieved in Rue du Faubourg St. Honoré in Paris and in Zurich's Bahnhofstrasse. Retail tenants in London's Old Bond Street and in Rue St. Honoré in Paris pay in excess of 5,000 Euro per sq m. Apart from certain other streets in the cities named above, annual rents above 3,000 Euro per sq m are commanded only in Kohlmarkt, in Vienna and in Maximilianstrasse, in Munich. Another eleven luxury shopping streets in Europe command rents in a range between 2,000 Euro and 3,000 Euro per sq m. These include the luxury locations in Barcelona and Madrid, all remaining destinations in the major German cities, additional locations in Moscow as well as Istanbul's Nisantasi area. Luxury purveyors can rent showrooms at relatively favourable annual rents below 2,000 Euro per sq m in another 14 European luxury shopping streets in cities such as Amsterdam, Antwerp, Brussels, Budapest, Prague and Warsaw.

Luxury shopping streets in Europe – prime rents in Euro/sqm/year

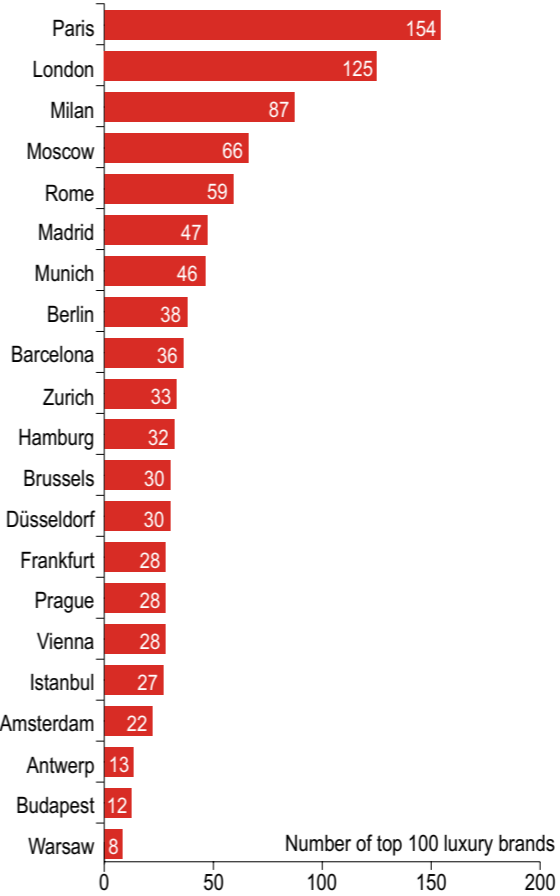
| City | Luxury High Street | Prime Rent (Euro/sqm/year) |
|------------|----------------------------|----------------------------|
| London | New Bond Street | 7,905 |
| Paris | Avenue Montaigne | 7,500 |
| Moscow | Stoleshinkov Lane | 7,015 |
| Milan | Via Montenapoleone | 6,800 |
| Rome | Via Condotti | 6,700 |
| Paris | Rue du Faubourg St. Honoré | 6,500 |
| Zurich | Bahnhofstraße | 6,020 |
| London | Old Bond Street | 5,825 |
| Paris | Rue St. Honoré | 5,500 |
| Milan | Via della Spiga | 4,700 |
| Milan | Galleria Vittorio Emanuele | 4,600 |
| Paris | Avenue George V | 4,300 |
| Paris | Boulevard Saint Germain | 4,000 |
| London | Sloane Street | 3,500 |
| Vienna | Kohlmarkt | 3,240 |
| Moscow | Petrovka Street | 3,160 |
| Moscow | Tverskaya Street | 3,160 |
| Munich | Maximilianstraße | 3,000 |
| Düsseldorf | Königsallee | 2,940 |
| Moscow | Kuznetsky Most | 2,810 |
| Frankfurt | Goethestraße | 2,640 |
| Hamburg | Neuer Wall | 2,580 |
| Moscow | Kutuzovsky Prospect | 2,460 |
| Berlin | Kurfürstendamm | 2,400 |
| Madrid | Calle Serrano | 2,280 |
| Barcelona | Passeig de Gracia | 2,215 |

| City | Luxury High Street | Prime Rent (Euro/sqm/year) |
|-----------|---------------------------|----------------------------|
| Madrid | Calle Ortega y Gasset | 1,920 |
| Istanbul | Bagdat Street | 1,800 |
| Moscow | Nikolskaya | 1,755 |
| Brussels | Avenue Louise | 1,700 |
| Antwerp | Schuttershofstraat | 1,600 |
| Istanbul | Istiklal Street | 1,560 |
| Brussels | Boulevard de Waterloo | 1,500 |
| Budapest | Váci utca | 1,440 |
| Budapest | Andrássy út | 1,440 |
| Moscow | Tverskaya-Yamskaya Street | 1,405 |
| Amsterdam | P.C. Hooftstraat | 1,400 |
| Prague | Pařížská | 1,200 |
| Warsaw | Nowy Swiat Str. | 1,140 |
| Prague | Široká | 1,080 |
| Warsaw | Plac Trzech Krzyzy | 960 |

Source: Jones Lang LaSalle, 2011



Number of luxury brands in European luxury shopping high streets



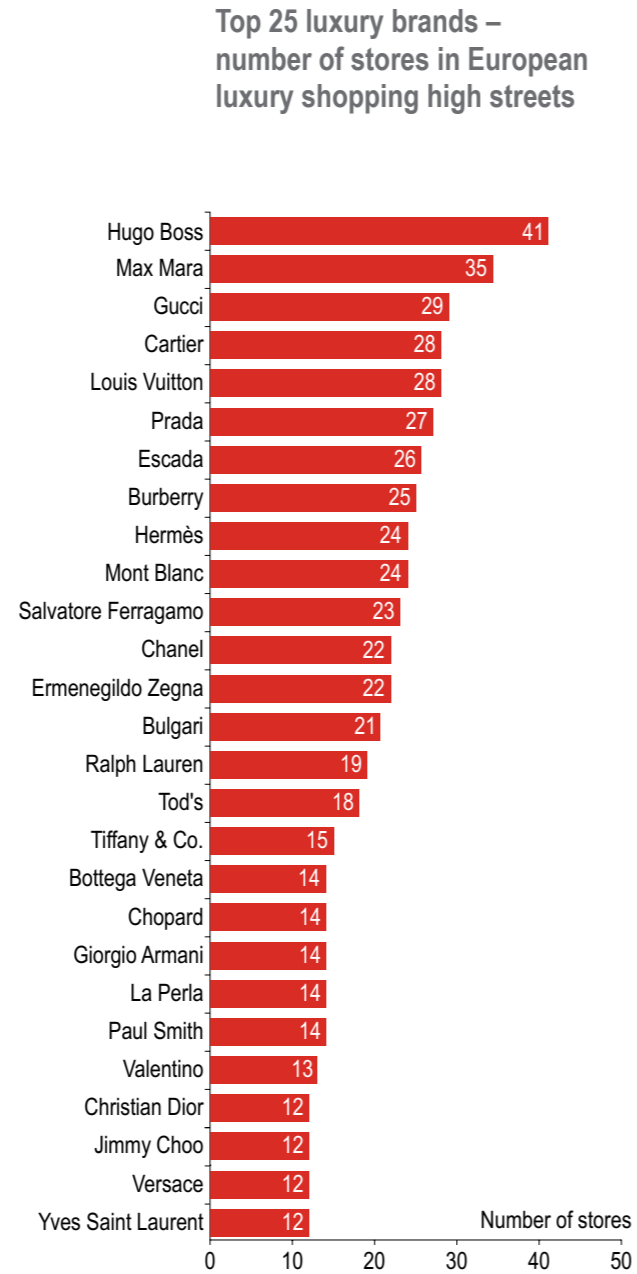
Density of luxury labels: Paris and London lead the ranking in terms of brand presence

Hardly surprisingly, the highest density of international luxury labels can be found in Paris. Between them, the top 100 luxury labels operate more than 150 luxury stores in the French capital, meaning that a part of them have multiple stores here. Only London has a similar density of luxury stores; 125 outlets are operated here by the top 100 designers. Milan, another fashion capital, completes the top three, with just under 90 luxury labels maintaining a retail presence in the Northern Italian metropolis. Moscow and Rome follow behind with 66 and 59 luxury label stores, respectively. While luxury label stores tend to be concentrated in a single street in most major metropolitan cities, there are several luxury shopping destinations in London and Paris, in particular, as well as in Moscow and Milan. The numbers demonstrate that Paris remains Europe's uncontested centre of fashion and luxury shopping. Only London followed by Milan can hold their own among the top three.

Source: Jones Lang LaSalle, 2011

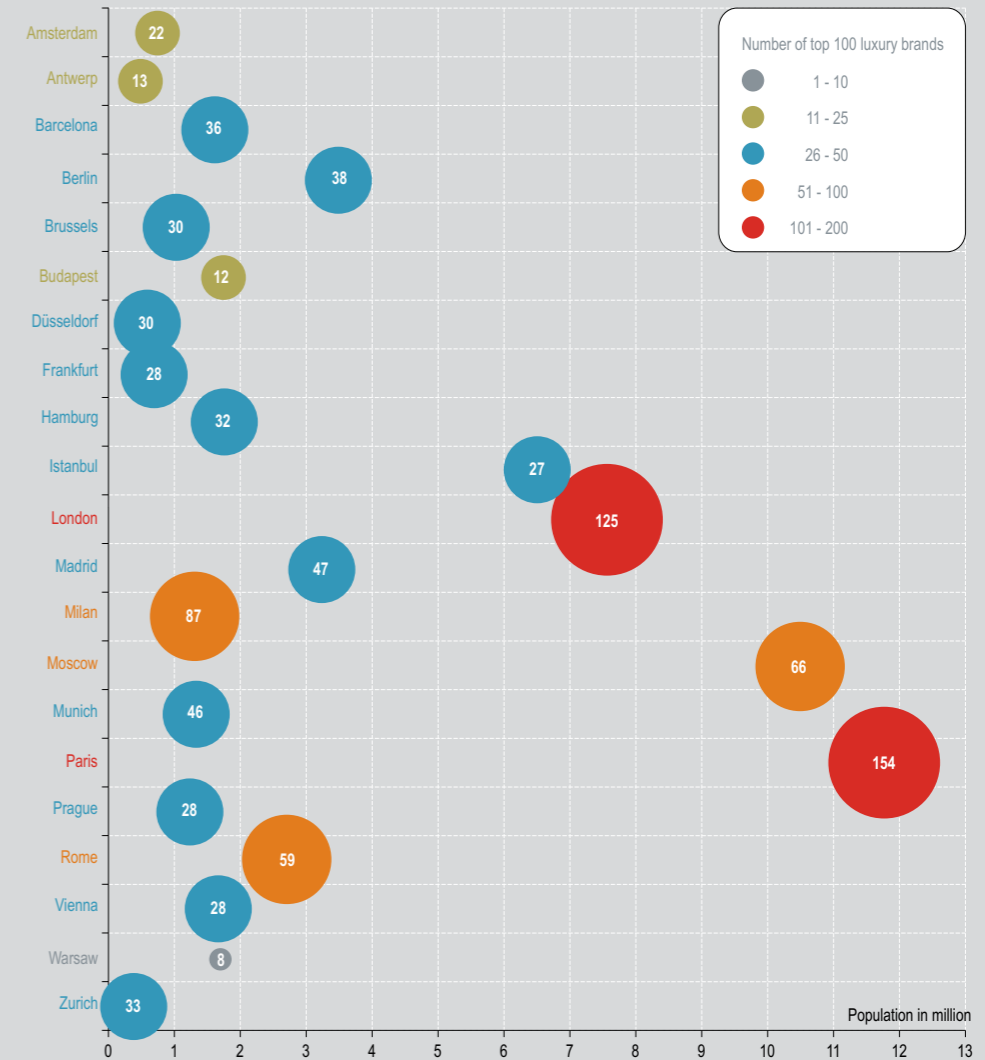
*Presence of luxury labels:
Top brands are represented in
all major metropolitan cities*

More than 40 stores give Hugo Boss the strongest presence in the western European streets researched for this report. Recent years have seen the label make significant investments in its network of stores and push ahead its internationalisation. In many major cities the firm is represented by several shops under its main brand, Hugo Boss. Max Mara has a very high density of shops, too. The top luxury labels, Burberry, Cartier, Escada, Gucci, Louis Vuitton, and Prada each have at least 25 shops in the cities researched for this report, which gives most of them full coverage of the 21 metropolitan cities analysed. The top 100 luxury labels defined by Jones Lang LaSalle operate almost 1,000 shops in the European cities analysed.



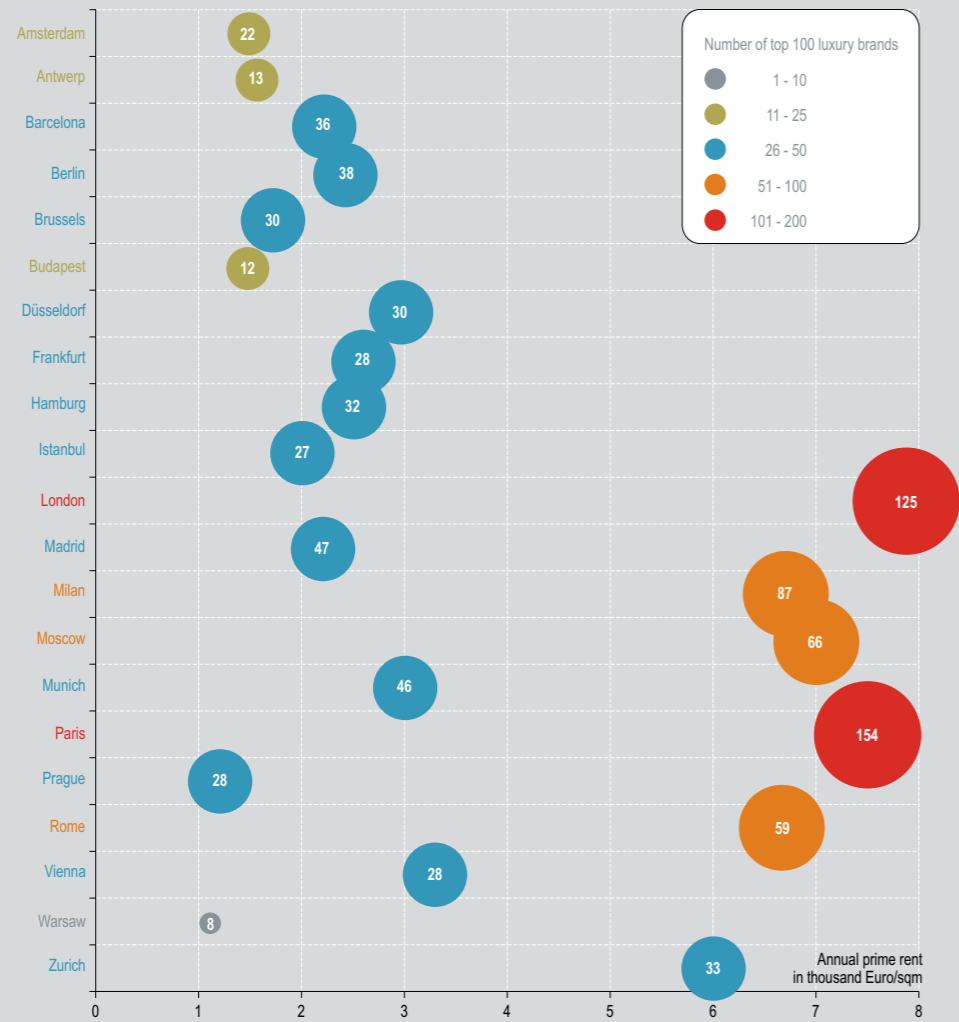
Source: Jones Lang LaSalle, 2011

Number of top 100 luxury brands in European luxury shopping high streets by population



Sources: Jones Lang LaSalle, 2011; Istanbul (European Part): State Institute of Statistics, Republic of Turkey, 2005; Moscow: Federal State Statistics Service Russia (web), 2010; Paris: Institut National de la Statistique et des Études Économiques, 2008; London: Office for National Statistics, General Register Office for Scotland, Northern Ireland Statistics and Research Agency, 2007; Others: Eurostat, 2010

Number of top 100 luxury brands in European luxury shopping high streets by prime rents



Source: Jones Lang LaSalle, 2011

Metropolitan cities analysed in this report



Brief profiles and new arrivals in the metropolitan cities analysed

Amsterdam

Amsterdam's luxury high street, P.C. Hooftstraat, runs from Hobbemastraat to Van Baerlestraat and is situated in the Oud Zuid district. Named after Pieter Corneliszoon Hooft, a famous Dutch writer and historian of the 16th century, the street is located near the Rijksmuseum. New arrivals in 2010 included Bulgari and Corneliani. Escada will enter the Dutch market by opening a flagship store (120 sqm) in P.C. Hooftstraat in the summer of 2011.

Antwerp

Antwerp is the fashion capital in Flanders. The city is home to the famous Belgian Fashion Academy and offers luxury shoppers a wide spectrum of brands. Antwerp's rise to become a fashion capital began in the mid-1980s, when Belgian labels such as Ann Demeulemeester, Dirk Bikkembergs, Dries Van Noten and Walter Van Beirendonck caused quite a stir at international fashion shows. Belgian fashion has stood for avant-garde and innovation ever since. The studios of the Belgian designers are situated in the fashion district between Groenplaats and the Museum of Fine Arts. The stores of the international luxury labels are located in the Quartier Latin in Huidevettersstraat, Schuttershofstraat and Hopland. Most recently Moncler and Jimmy Choo opened new shops in Schuttershofstraat, while Versace has rented new premises in Leopoldstraat.

Barcelona

Passeig de Gràcia is Barcelona's most elegant avenue in the city. Its origins can be traced back to Roman times when it was a path that linked to the Via Augusta. In medieval times the city's door to this road was the Portal dels Orbs, today the Portal del Angel pedestrian shopping area. Aside from being one of the best places to see Catalan modernist architecture, this avenue is one of the major streets for shopping in Barcelona.



The flagship stores of international luxury labels are mostly situated at the southern end of the street. All national and international fashion houses have their boutiques here. Foreign brands stand beside Spanish ones such as Loewe. In December 2010 Italian luxury label Prada announced a new partnership with El Corte Inglés. The agreement gave Prada its first ever shop-in-shop at this Spanish department store chain. This Prada outlet sells ladies' accessories and handbags inside El Corte Inglés in Barcelona's Avenida Diagonal. The most recent arrivals are Chanel and Ferrari, which opened new shops in the luxurious Passeig de Gracia in April. In June 2011 Italian luxury label Prada announced a new shop opening in Passeig de Gracia 88.

Berlin

The stretch of Kurfürstendamm between Olivaer Platz and Knesebeckstrasse is home to an attractive range of luxury stores. Going forward, the "Ku'damm Karree" and "Haus Cumberland" developments as well as the "Kudamm No. 195" project, currently under construction, will add value to the tenant mix. Its geographic location makes Berlin a popular destination for tourists and luxury shoppers from eastern Europe. Hermès is currently refurbishing and expanding its existing Kurfürstendamm store which will be reopened in



September 2011. In addition, the luxury label will open its second Berlin store inside the KaDeWe luxury department store. Prada, the Italian luxury label, is again represented in the German capital following the February 2011 opening of its Kurfürstendamm store. The street recently saw the opening of the first European fashion shop for sports car maker Lamborghini. In addition, a new Giorgio Armani store and Dolce & Gabbana store will open before the end of this year. In Friedrichstrasse, Berlin's second luxury shopping street, Galeries Lafayette opened a new ladies' shoes department selling exclusive luxury and designer brands.

Brussels

In Brussels luxury brands tend to concentrate in and around the “Haut de la Ville” core area comprising of Avenue Louise, Avenue de Toison d’Or and the Boulevard de Waterloo. Opposite Boulevard de la Toison d’Or is Boulevard de Waterloo, which has become the most stylish in Brussels. At the end of the century, the Boulevard was the most distinguished place to go for a stroll in Brussels. Today the most famous fashion houses have chosen this area, as home to their exclusive stores. Most high-end retailers such as Gucci, Versace, Louis Vuitton and Dior are located here, amid a pleasant residential area and it has become the most stylish area in Brussels with bars and restaurants. In September 2010 Burberry opened a new store on Boulevard de Waterloo, giving the label its first-ever presence in the Belgian capital. Very recently Hackett, Loro Piana and Jimmy Choo all opened new shops there as well.

Budapest

Andrássy út is the premier luxury shopping street in the “Paris of the east”. Linking the city centre with the city forest and the “Heroes’ Square”, it is a fine example of unique architectural harmony and splendour. The street and the Földalatti that runs below it, the oldest subway line on the European continent, were named a UNESCO world cultural heritage site in 2002. February 2011 saw the opening of a 300 sqm flagship store by Max Mara in Andrássy út.



Düsseldorf

Königsallee is by far the most frequented luxury shopping location in Germany. Simply known as the ‘Ko’, Königsallee is a destination attracting high footfall. At the end of 2010, Louis Vuitton and Burberry reopened their Königsallee stores following major refurbishing exercises. Construction work on the Kö-Bogen recently kicked off Düsseldorf’s most important development. Some 19,000 sqm of retail space will be created in this prominent location between Königsallee and Schadowstrasse. Scheduled to be completed by autumn 2013, the Kö-Bogen will extend the top-end of Königsallee.

Frankfurt

Located to the west of the “Zeil”, the most important mainstream shopping street in Frankfurt, Goethestrasse is Frankfurt’s luxury shopping location. Only 400 metres long, the quiet and elegant street is dominated by luxury labels. Moreover, it is home to one of Germany’s oldest perfumeries, which counted Goethe among its customers. In December London-based luxury shoe brand Jimmy Choo opened a new store in Goethestrasse. Previously the label was represented in Germany only through its store in Munich’s Maximilianstrasse. This opening was preceded by the arrival in Goethestrasse of Prada’s offshoot Miu Miu whose previous presence was confined to two shop-in-shops in the KaDeWe and Oberpollinger luxury department stores in Berlin and Munich, respectively. Miu Miu uses the former Prada store where the Milan based luxury goods label exclusively used to sell ladies’ shoes and accessories. Prada itself now occupies a larger store in Goethestrasse where the full range is sold. Most recently Longchamp moved from Goetheplatz to Goethestrasse. The previous tenant, Etienne Aigner, has relocated to another store in Goethestrasse.



Hamburg

Hamburg’s Neuer Wall is similarly luxury-dominated as the high end luxury locations in Frankfurt and Munich. At only 500 metres long, properties are in short supply. Most recently, Burberry moved from Galleria-Passage in Große Bleichen to Neuer Wall No. 71 and will open its 650 sqm store in July 2011. Another new arrival is Swiss leather goods maker Bally, who opened a new shop at Neuer Wall in May 2010. In addition, Giorgio Armani opened two adjacent stores for their Giorgio Armani and Emporio Armani lines in Hohe Bleichen, the nearby top location.



Istanbul

Nişantaşı is famous for its many art nouveau buildings and home to Turkey's jet-set, cultural and arts communities. In Nişantaşı you can have a cup of coffee at Armani Café and shop at the famous international boutiques within walking distance. All the great food can be found in the small streets leading off the main avenues. Bağdat Avenue is the most important high street located in the Anatolian part of Istanbul. The street runs almost parallel to the coastline of the Sea of Marmara and accommodates flagship stores of Burberry and Louis Vuitton. Bağdat Avenue is the counterpart of Istiklal Avenue on the European side in terms of importance and glamour. At the end of 2010 Prada opened its second store in Istanbul's Istinye Park Mall, Salvatore Ferragamo opened for business in Turkey. The Italian fashion house set up shop in the Nisantasi quarter of Istanbul.



London

In February 2011 Hugo Boss announced the takeover of 15 monobrand stores in the UK which were previously operated in cooperation with a franchise partner. These stores included the shop on London's Regent Street and the recently opened branch on New Bond Street. As a result of this acquisition, Hugo Boss now operates a total of 35 owned stores in the UK. In March 2011 Burberry announced the opening of "statement stores" in London. On Regent Street the required space will be created by knocking together office space with a property recently purchased from Habitat. The resulting 2,200 sqm Burberry store will replace the existing shop in Regent Street. The Burberry store in Knightsbridge is to be extended through the addition of the adjacent Brompton Road store which has



been taken over from Jaeger. In spring 2012, Italian textiles and clothing label Ermenegildo Zegna will open a Global Store in London, which will present all Zegna product lines. In June 2010 Louis Vuitton reopened its London flagship store on New Bond Street following a conversion into a "Maison" offering some 1,500 sqm of showroom space behind a new facade. In addition, the "London Luxury" campaign was launched in late summer 2010 by the New West End Company; the NWEK handles marketing for the Bond Street, Jermyn Street, Oxford Street and Regent Street luxury locations. The campaign aims to strengthen the West End's international standing as a luxury shopping destination. The approximately 600 retailers represented by the NWEK include some 300 luxury stores in and around Bond Street.

Madrid

Located in the upmarket Salamanca district, Calle Serrano is regarded as Madrid's finest retail location. The luxury section of this very long street can be found around Calle Ortega Y Gasset, the second exclusive top location in the Spanish capital. Following two years of renovation work, the redesigned Calle Serrano was presented to the public in late autumn 2010. The renovation covered a 3+ km section of the street between Calle Maria de Molina and Puerta de Alcalá. One traffic lane has been removed, allowing for the sidewalks to be extended and trees planted. New asymmetrical benches invite pedestrians to sit down and relax. Since the renovation, this luxury shopping street has been dubbed "the Fifth Avenue of Spain" by locals. Besides numerous banks, the street is home to all renowned jewellers and international luxury labels. The large number of architecturally outstanding properties is certainly one of the special features of the location.

Milan

Via Montenapoleone is Italy's most expensive shopping street and the most important in Milan's fashion district. The second top location, Via della Spiga, is home to numerous fashion labels. In December 2010 Burberry opened their first "Burberry Brit" monobrand store in Europe. The store at Corso Venezia 9 offers some 250 sqm of showroom space.

Moscow

By mid-2010, the Moscow market for retail property was showing signs of sustainable growth again. The supply of contemporary retail space has grown and retailers' sales figures have been pointing upwards again. Investment in retail property has picked up momentum and the number of newly announced projects has risen. Having opened the Vegas shopping and leisure centre (400,000 sqm of total space), the Crocus property group is planning to build another two centres of the same size under this brand. Prada has announced the autumn 2011 opening of three large monolabel stores in Moscow; likely locations are on the Stoleshnikov Lane luxury shopping stretch and in Crocus City, the luxury mall. To date Prada has only done wholesale business in Russia.



Munich

Munich's Maximilianstrasse is arguably the most luxury oriented shopping stretch in Germany. Most recently Bottega Veneta celebrated the opening of their enlarged boutique in Maximilianstrasse, followed by Yves Saint Laurent, which opened their first Munich store in June. Ermenegildo Zegna has relocated to Maximilianstrasse from the upmarket Fünf Höfe shopping passage. Hermès reopened their comprehensively refurbished Maximilianstrasse store in September 2010. In spring 2010 Theatinerstrasse saw the launch of Michael Kors' first lifestyle store in Europe. Louis Vuitton will occupy a total of 1,300 sqm of showroom space in the new "Palais an der

Oper" development, on the corner of Residenzstrasse and Maximilianstrasse and the luxury label is scheduled to open in 2012 and will be the sole retail tenant. The firm will design the store based on its "Maison" concept which means that it will be exceptionally large and includes exhibition rooms for contemporary art. The Paris-based firm currently operates "Maison" concepts only in Paris and London. The German head office of Louis Vuitton will relocate to Munich too; some 1,000 sqm of office space have been rented above the showroom. Just opposite, in Residenzstrasse 6, Akris will open a new store in summer 2011.

Paris

Following the refurbishment of their Rue Royale store, Gucci also completed the refurbishment of their flagship store in Rue du Faubourg Saint Honoré in February 2011. This is the first European Gucci store to integrate a made-to-measure service for their Bamboo handbag. A children's fashion department has also been added to the store. Yves Saint Laurent is planning to build a new flagship store on Avenue Montaigne; for this they will take over the Escada showroom in early 2012. The label currently operates four stores in Paris. Escada are looking for a new location in Avenue Montaigne. In November 2010 Hermès announced plans for a new flagship store on the rive Gauche. The label has moved into a listed art déco building which used to be a swimming pool, in Rue de Sèvres, next to the Lutetia luxury hotel. Offering some 1,500 sqm of showroom space, the new establishment is the second largest of all 330 Hermès store worldwide; only their main maison is larger in size. In April 2010 Ralph Lauren opened their largest European store in an extensively refurbished 17th century building on Boulevard Saint Germain. In mid-2010 Max Mara opened a new shop on this luxury stretch, too. Balenciaga's first men's store in Paris opened for business in mid-2010. The shop is located in Rue de Varenne on the Rive Gauche. In early 2010 Hammerson started to market their latest Parisian prestige project named Faubourg One in Rue Faubourg Saint Honoré. Burberry, Moschino and Brunello Cuccinelli will be the new neighbours of Hermès, Yves Saint Laurent and Gucci. Italian

textiles and clothing label Ermenegildo Zegna opened its first French Global Store in Paris on June 23rd. Located in Rue du Faubourg Saint-Honoré 50, the 500 sqm store sells all Zegna product lines. Following the closure of their Rue de la Paix store, Zegna spent three years looking for a new location in Paris. Italian cashmere specialist Brunello Cucinelli opened a new flagship store in Rue du Faubourg St. Honoré at the end of May 2011. The company already has a presence on Boulevard Saint Germain. The menswear label currently has three franchised stores as well as branded space at Galeries Lafayette and Le Printemps. The Le Bon Marché department store has enlarged and reopened its menswear department which now includes additional luxury brands and the shoe department has quadrupled in size.



Prague

Parizska Street, the capital's luxury shopping street with its elegant and historical buildings, stretches from the Old Town square to the Vltava river, providing the perfect setting for luxury brands. The pioneers of the late 1990s such as Hermès and Salvatore Ferragamo elected Parizska to host their prestigious labels and were soon followed by Louis Vuitton, Cartier, Christian Dior, Dunhill, Burberry, Bottega Veneta and Hugo Boss. The crisis did not prevent other luxury brands such as Gucci, Prada, Fendi and Bulgari from joining these prestigious labels. This influx has consolidated Parizska's position as the destination for luxury shopping. Its proximity to the historical Jewish quarter generates healthy footfall from visitors and tourists. Demand for space remains high and exceeds vacancies. This is why designers of luxury goods have increasingly rented space in the surrounding side streets, such as Siroka Street, which is already home to various luxury-oriented multi-label stores such as Marina Rinaldi, I-blues, Marina Yachting, Vicini and Baldinini. Some luxury firms such as Brioni, Boucheron, Versace and Ermenegildo Zegna have also set up shop in off-prime downtown locations but still in the refined and quieter surroundings of the Four Seasons and Obecni Dum.

Rome

Via Condotti intersected with Via Flaminia in ancient Roman times. It benefits from its immediate vicinity to the Spanish Stairs, one of Rome's tourist hotspots, which supplies enormous footfall. Its position as the most renowned luxury shopping stretch in the Italian capital goes back to the 1905



opening of the Bulgari jeweller's store. The Caffè Greco which opened in 1760 is another point of attraction in the street. In November 2011, Italian textiles and clothing label Ermenegildo Zegna will open a new Global Store in Rome, which sells all Zegna product lines.

Vienna

The "Graben" is one of the most famous streets in the centre of Vienna. It starts at Palais Equitable at the Stock-im-Eisen-Platz square and ends at the junction that leads to Kohlmarkt and Tuchlauben. Together with Kohlmarkt and Kärntner Strasse, the "Graben" forms the "Golden U" of Vienna's traditional shopping streets. Due to its proximity to the "Hofburg", the "Graben" was one of Vienna's most exclusive shopping streets during the monarchy and home to many Imperial and Royal Designers to the Court. In June 2010, Bally, the Swiss shoe and leather goods firm, opened its second largest flagship store in the German speaking area (only their Zurich store is larger in size) in Am Graben.

Warsaw

In Warsaw luxury brands tend to concentrate in and around the quiet and elegant neighbourhood of Three Crosses Square (Plac Trzech Krzyży) and Nowy Świat. The retail stores of several upmarket brands, e.g. Ermenegildo Zegna, Max Mara, Burberry, Hugo Boss, Escada, Carolina Herrera, Lacoste, Coccinelle, Emporio Armani, TruTrussardi, Bally and Frey Wille can be found in this area. In addition, a Wolf Bracka department store (opening this summer) situated in a prime location some 200 metres from Three Crosses Square will offer incoming luxury brands opportunities for opening in-store with outlets in an appropriate shopping environment, rumoured newcomers being Gucci. The local market for luxury products is clearly on an upward trend and demand for suitable retail space is high. Even so, many luxury brands have chosen



to enter the Polish market through franchised ventures. This is why the actual presence of luxury brands in Warsaw is somewhat understated in this report, which focuses on luxury stores under company management. Recent entrants include the first boutique of Carolina Herrera and the Ferrari store in Nowy Świat.

Zurich

Bahnhofstrasse in Zurich is Switzerland's most important luxury shopping stretch. It benefits from Zurich's high purchasing power and the heavy footfall of more than 12,000 people per hour during peak times. Jelmoli, one of the local department stores, finished a comprehensive refurbishing exercise last October and plans to tap its fashion and accessories departments into the luxury market. Jelmoli's competitor Globus refurbished its flagship at Bahnhofstrasse five years ago which is currently the most successful department store in Switzerland. While top luxury brands at Bahnhofstrasse cluster more and more around Paradeplatz and toward the lake, the area closer to the main station is increasingly populated by international fashion chains.

Methodology

This study analyses the presence of the top 100 luxury brands as ranked by Jones Lang LaSalle in the 21 most important European metropolitan cities. The count of shops in the individual cities exclusively looks at manufacturers' own luxury shop networks and only covers shops in prime locations and prime malls. Only shops run under a firm's main brand are counted; second-line brands, franchised stores and multilabel stores are not counted. Due to the lack of transparency, branded shop-in-shops in renowned department stores are not counted either. In geographic terms, the analysis covers the downtown area of each individual city, centring on its renowned luxury shopping streets, supplemented by the surrounding side streets where relevant.



Top 100 Luxury brands

- A Airfield, Akris, Alberta Ferretti, Alexander McQueen, Asprey
- B Balenciaga, Balmain, BCBG Max Azria, Blancpain, Bottega Veneta, Boucheron, Brioni, Bulgari, Burberry
- C Calvin Klein, Carolina Herrera, Cartier, Celine, Chanel, Chloé, Chopard, Christian Dior, Christian Louboutin, Comme des Garçons
- D Daks, David Webb, Dolce & Gabbana, DKNY, Dries van Noten
- E Emanuel Ungaro, Emilio Pucci, Ermenegildo Zegna, Escada, Etro
- F Fendi
- G Gianfranco Ferré, Giorgio Armani, Givenchy, Gucci
- H H. H. Stern, Harry Winston, Helmut Lang, Hermès, Hervé Léger, Hugo Boss
- J Jaeger LeCoultre, Jean Paul Gaultier, Jil Sander, Jimmy Choo, John Galiano
- K Kenzo, Krizia
- L La Perla, Lanvin, Laura Biagiotti, Laurence Graff, Loewe, Longchamp, Loro Piana, Louis Vuitton, Ludwig Reiter
- M Maison Martin Margiela, Malo, Marc Jacobs, Marni, Max Mara, Michael Kors, Missoni, Miu Miu, Moncler, Mont Blanc, Mulberry
- N Narciso Rodriguez, Nina Ricci
- O Omega
- P Patek Philippe, Paul Smith, Pollini, Pomellato, Prada
- R Ralph Lauren, Rena Lange, Roberto Cavalli, Rolex
- S Salvatore Ferragamo, Sergio Rossi, Sonia Rykiel, Stella Mc Cartney, Strenesse
- T Tiffany & Co., Tod's, Tom Ford
- V Valentino, Van Cleef & Arpels, Versace, Vertu, Vivienne Westwood
- W Wunderkind
- Y Yohji Yamamoto, Yves Saint Laurent



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