

LOCATION SERVICES RESEARCH

Retail Trade Location Zurich 2006

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Zurich with among the highest rents worldwide for retail stores in prime locations

Only in New York, Hong Kong, Paris, London and Tokyo is retail space more expensive than in Zurich, the city with the world's greatest purchasing power, the highest per capita income and, depending on the ranking, the highest standard of living. With prices as high as CHF 7,150 per square metre per year, rents in Zurich are among the most expensive in the world. Compared with CHF 4,800 per square metre per year in Munich, Germany's most expensive city, top rent prices are approx. 33 % more expensive in Zurich. The economic and living area of Switzerland's largest city covers approximately 3 million people living within a one-hour radius.

Louis Vuitton has opened its new Swiss flagship store in the Grieder Haus on Bahnhofstrasse, one of the city's prime locations. This is the first of its stores in the world to be outfitted with a bijouterie. Next to the first Hugo Boss store in Switzerland, IWC Schaffhausen has opened one of its first retail locations anywhere in the world. Beginning in the summer of 2007, Apple is planning to open one of its first continental European retail stores – in addition to its locations in Paris and Rome – at the site of the current Benetton shop at Bahnhofstrasse 77.

On November 1, 2007, the newly designed and largest shopping centre in Switzerland – **Shoppi-Tivoli** in Spreitenbach – will open the doors to the new connecting mall between Shoppi and Tivoli with more than 3,000 square metres. The Tivoli will then be completely renovated and is expected to reopen in 2009 with a new look, with an interesting and incomparable mix of tenants. At the south entrance into the city of Zurich, the shopping and entertainment centre **Sihlcity** will open on March 22, 2007 with 100,000 square metres of total floor area of which approximately 41,000 square metres are dedicated to retail stores.

Bahnhofstrasse is the most visited prime location in Switzerland. More than 320,000 travellers pass through Zurich's main railway station every day. Near the station, the first part of this top location is very consumer oriented towards young fashion and current trends and is focused on the mass market. H&M is represented here, as is Marionnaud with three stores. International chains have their best results per square metre anywhere in the world here with their accessories, fashion, beauty or other items for daily life. The DOB-chainstore Bonita will open its Swiss flagship store in April 2007 on 115 square metres between Body Shop and Swarovski, and will then have more than 20 branches in Switzerland. A recent addition to Coop **St. Annahof** is Camille et Lucie, which has opened its first retail location in German-speaking Switzerland.

Travelling towards **Paradeplatz**, Cartier has taken over the Rosenthal shop and will be present on an additional 50 square meters on the ground floor and approx. 100 square metres in the lower level. On Bäregasse between Bvlgari and the jeweller Beyer, Agent Provocateur has opened its eleventh store in the world on 70 square metres. In London, Los Angeles and New York, stars like Christina Aguilera, Nicole Kidman and Kate Moss have been known to pass through their doors. Serena Rees and Joseph Corre, son of British fashion legend Vivienne Westwood, founded Label 1994 only because they had had enough of being disappointed while searching for sexy lingerie. Past Paradeplatz towards **Lake Zurich**, the haute couture store known beyond the Zurich city limits continues to exist under the name Gross with the same team and new owners after the death of Walter Gross.

Zurich's **Rennweg** has seen a number of changes. Since the summer of 2006, the new pedestrian zone can only be driven by delivery vehicles and residents. Geox, Kieh's, Lacoste, McGregor and Ovale all contribute to a new look on the Rennweg, a change which occurred over the course of just a few weeks. One new addition is at Rennweg 2, where the Ovale label makes its debut in German-speaking Switzerland on 35 square metres after first making a splash in Geneva with one store and in Paris with two.

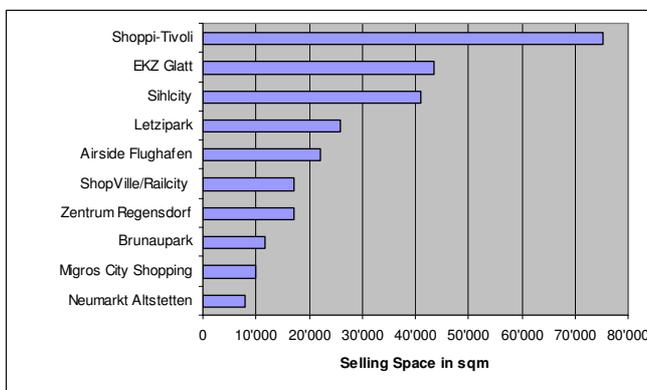
Ovale, founded by former Christian-Dior designers Gilles Neveu and Vladimir Fabert, focuses on the miracle of birth and, in addition to clothing, offers soft toys, silver items, jewellery, accessories and exclusive christening robes. Just a few steps further at Rennweg 14, Geox has moved into the space formerly occupied by Schweizer Heimatwerk. The entire Geox line is available on 120 square metres. A recent addition across the street at Rennweg 23 next to Crabtree & Evelyn on 80 square metres is the American-based Kieh's Group, which sells cosmetic products. On the same side of the street, Lacoste has expanded its floor space from 70 square metres at Rennweg 38 to 300 square metres at Rennweg 28. This space was made available by Tommy-Hilfiger-Denim, which has found a new location on Bahnhofstrasse. And, at the original site of the Lacoste store at Rennweg 38, the first Swiss outlet of the men's clothier McGregor became reality in December 2006. The current location of the Butlers store is to be taken over in April 2007 by Fortis Bank, which is located in the upper storeys of the building. This addition, which, together with Postfinance, brings the number of banks on the street to two, upsets the mix of shops and appearance of the Rennweg, a street which has become increasingly attractive.

On **Niederdorfstrasse**, Diesel will be opening its second store in Zurich. This location will sell accessory products and will be located next to Starbucks and Companys am Central. The English jeans label, Lee Cooper, has rented retail space at Hirschenplatz and will open soon. On **Strehlgasse**, Rossi has again opened a store in a prominent location. Not far from here at house number 19, Furla has positioned its first store in Switzerland. On **Storchengasse** 8, Karen Millen has opened its second Swiss location on approximately 150 square metres.

After the elimination of through traffic in 2006, the **Limmatquai** underwent extensive renovation and was opened to the public in December. It remains to be seen how this renovation affects the attractiveness of the retail stores. After the resounding success of the Globus branch at **Bellevue**, the Bellevue-Stadelhofen area has been brought to life with additional attractive gastronomic offerings. The rental of the terraced building on the north side of the street and the planned conversion of the ground level of the NZZ building on the south side will further increase the attractiveness of the area in the near future.

In the **Glatt** shopping centre, the mix of tenants was expanded with the addition of Denner, Gant, Swarovski and The Parfume Shop. Nespresso will be opening its flagship boutique bar at the current site of Hiltl Provisorium in the Alte Börse (Old Stock Exchange) on Bleicherweg, on approx. 300 square metres.

Shoppin-Centers in Zürich



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