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Location Group Research: New record rent of 12,500 Swiss francs per square metre in Zurich's Bahnhofstrasse

Zürich (ots) -

The latest Retail Market Study carried out by the Location Group examined the 65 most noteworthy international fashion capitals, together with Switzerland, Germany and Austria. As part of this study, 850 retailers, 600 High Streets and 450 shopping centres were put under the microscope. 53 newcomers to Zurich's Bahnhofstrasse were described in the 10-year report.

Zurich: Record rent and highest demand for international retailers

Zurich's Bahnhofstrasse has registered a new record high for rent with an annual figure of CHF 12,500 per square metre of sales area. Amongst other things, this is a consequence of the inhabitants of Zurich having the more money in their pocket than anyone worldwide for consumer spending. Another reason for this is also the fact that Zurich occupies third place in the list of the world's most lucrative retail locations, right behind Causeway Bay in Hong Kong (CHF 14,312) and 5th Avenue in New York (CHF 19,882). The turnover potential for jewellers on the Bahnhofstrasse is currently often more than CHF 100,000 per square metre and for Apple, for example, goes up to an annual rate of CHF 225,000 per square metre. On the 1.4 kilometre long shopping mile, there are 140 shops with 87% occupied by chains of. This means that only 13% of all areas are occupied by individual businesses.

Geneva: More demand on the Rue du Rhône than ever before

The jewellery companies and jewellers that have set up shop on the banks of the Rhone in past years range from Boucheron, through Audemars Piguet, Panerei, Graff Diamonds, Hublot, Dior Horlogerie, Tag Heuer, Montblanc to Fabergé at the start of the Rue du Rhône. Added to this, there are the long-standing brands such as Jaeger-LeCoultre, IWC Schaffhausen, Roger Dubois, Avakian, Chaumet, Bulgari, Blancpain, Breguet, Piaget, Jahan, Adler, Chopard, De Grisogono, Chatila, Omega, Van der Bauwede, Cartier, Gübelin, Kerdanian, Les Ambassadeurs, Elie Chatila, Enigma, Benoît de Gorski, Patek Philippe, Bucherer, Vacheron Constantin, Vhernier, Rolex, Tudor, Collet, Bijouterie Zbinden, Airbijoux and Bijoux Burma, to mention only the most prominent and visible of these.

London: Forever 21 pays record key money of 17 million Euros

Forever 21 opened its first shop on Oxford Street in July 2011 in the former HMV Entertainment Store, occupying an area of 3,250 square metres. Key money of around £13.75 million (about ?17 million) was paid. The annual rent is ?3.25 million with a contract duration fixed at 15 years.

New York: Landlord pays Escada 25 million US dollars for the handover of the shopping store

Just before Escada went into liquidation in 2008, landlord Jeff Sutton paid Escada the already considerable sum of 10 million US dollars. Added to this, it was agreed that Escada would receive an additional 15 million dollars on the day they moved out. Their successor in the noble 715 Fifth Avenue address is Dolce & Gabbana. The lease agreement was concluded for 15 years and for more than 300 million US dollars.

Sao Paulo: Brazil's luxury goods boom

Currently, the country's luxury goods market is concentrated in São Paulo, Brazil's finance and business centre. In Brazil, revenues of around 7.59 billion US dollars are currently being generated in luxury goods, the equivalent of 1% of the world market.

Shanghai: Shopping mall stronghold

Shanghai is a stronghold for shopping malls. The absolute highlight is the new IFC mall, harmoniously and almost inconspicuously embedded in Pudong's skyscraper landscape. The deployment of flagship stores of global high end brands is probably more concentrated here than anywhere else: Louis Vuitton, Cartier, Bottega Veneta, Gucci, Bulgari, Chanel, Ermenegildo Zegna, Piaget, Chopard and Burberry, to name but a few.

The Location Group's Retail Market Study 2012 can be ordered on: <http://www.retail-study.com>

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