

# Milan Fashion Global Summit 2009

**Mark Burlton, Cushman & Wakefield LLP**  
**'Main Streets Across The World 2009'**



## CUSHMAN & WAKEFIELD – GLOBAL RETAIL CAPABILITIES



- With 227 offices in 59 countries, Cushman & Wakefield truly offers superior integrated, global coverage and market intelligence.
- Our services include strategic planning, site selection, acquisition, disposition and retail portfolio administration.
- We have over 820 retail experts spanning the globe ( 370 in USA, 350 across EMEA and 100 in Asia).
- We have over 250 retailers with whom we have preferred or retained status across our international retail teams

## KEY TENANTS WE REPRESENT ACROSS EUROPE



- **Major retailers**

H&M, Primark (UK and CEE), Inditex, Next, Gap, Marks & Spencer, New Look, Burger King (UK)

- **Unique concepts / Interesting retailers**

Apple, Hard Rock Café, The Disney Store, Wavehouse, Virgin Active, M&M's World, Ferrari

- **Luxury / High end retailers**

Gucci, Furla, Valentino, Jimmy Choo, Karen Millen, Reiss, Hoss Intropia, Jaeger, Trussardi

- **Fashion/Jeans/Lingerie/Footwear**

All Saints, Agent Provocateur, Etam, Comptoir des Cotonniers, Zadig & Voltaire, Ted Baker, Bata, Jane Norman, River Island, Urban Outfitters, VF Corporation (Lee, Wrangler), G-Star, Replay, TK Maxx

- **Sport**

The North Face, Nike, Puma, Timberland

- **Accessories/games**

Fossil, Tie Rack, Samsonite, Game

- **Banks**

HSBC (Russia), Deutsche Bank (Poland), Citibank (Czech, Hungary)

## MAIN STREETS ACROSS THE WORLD



- Cushman & Wakefield's Global Flagship Retail Publication
- Produced annually for over 25 years
- Data collected from C&W's extensive network of offices around the world
- Coverage extended to cover 60 countries and 274 locations
- Useful barometer of global retail rents and market activity
- Focus on occupier market

# MAIN STREETS RANKING BY COUNTRY (June 2009)

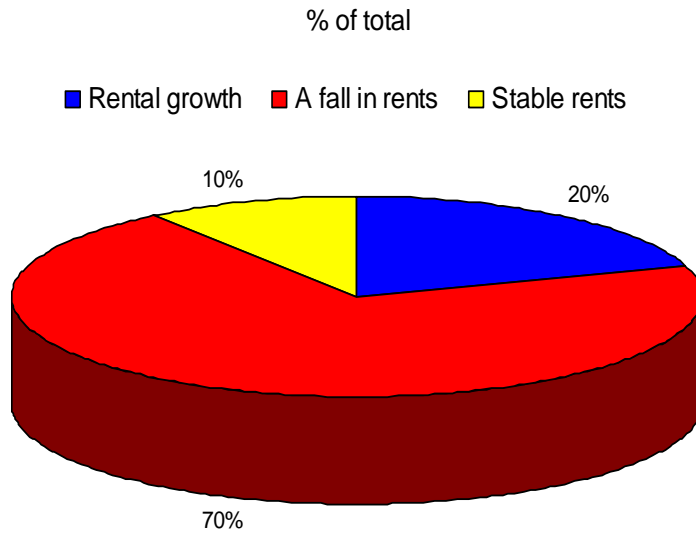


Rank 2009	Rank 2008	Country	Cities	Location	US\$/sq.ft/year	€/sq.m/year
1	1	USA	New York	5th Avenue	1,700	13,027
2	2	Hong Kong	Hong Kong	Causeway Bay	1,525	11,687
3	3	France	Paris	Avenue des Champs Elysées	1,009	7,732
4	4	Italy	Milan	Via Montenapoleone	887	6,800
5	7	Japan	Tokyo	Ginza	776	5,950
6	6	UK	London	New Bond Street	768	5,885
7	8	Switzerland	Zurich	Bahnhofstrasse	685	5,246
8	5	Ireland	Dublin	Grafton Street	568	4,356
9	12	Germany	Munich	Kaufingerstraße	470	3,600
10	9	Australia	Sydney	Pitt Street Mall	448	3,436
11	10	South Korea	Seoul	Myeongdong	445	3,410
=12	13	Austria	Vienna	Kärntnerstraße	407	3,120
=12	11	Greece	Athens	Ermou	407	3,120
14	15	Spain	Madrid	Preciados	376	2,880
15	32	Brazil	São Paulo	Iguatemi Shopping	352	2,695
16	14	Russia	Moscow	Tverskaya	325	2,492
=17	16	Singapore	Singapore	Orchard Road	300	2,302
=17	18	The Netherlands	Amsterdam	Kalverstraat	300	2,300
19	19	Denmark	Copenhagen	Strøget	289	2,216
20	27	China	Shanghai	East Nanjing Road	288	2,204

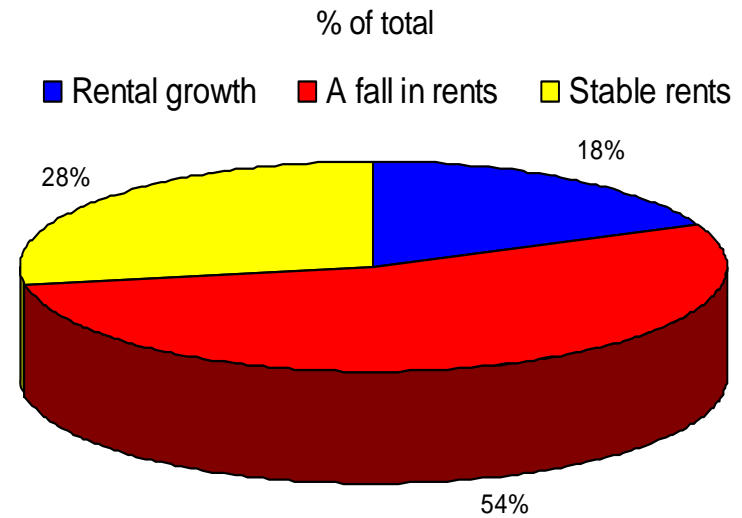
# MAIN STREETS ACROSS THE WORLD 2009



## 60 Countries



## 274 Locations



## TRENDS IN 2009



1. Return of the 'mature' economies
2. Strength of the € zone
3. Capital cities & key second tier cities
4. Everyone wants the same thing
5. When will the other markets return?
  - o Poland – 2010?
  - o Czech Republic – 2011?
  - o Others – soon after?
6. Availability of product
7. BRIC economies poised – due to sheer scale of market potential
8. No hot spots really – just 'least worst' options (Bahrain, Ecuador, Lebanon, Vietnam)
9. Massive decline in shopping centre pipeline especially in emerging markets
  - days of senseless development over
10. Value sector
  - o Primark (Ire)
  - o TK Maxx (USA)

## TRENDS IN 2009



11. Polarisation in every area of retail business
12. Experience has to beat the customers' armchair
13. If online shopping isn't your biggest store you don't have a good online business
14. Globalisation
15. USA – 95% of everything interesting comes from Europe – H&M/Zara model
16. Buying back franchisees
17. Multi brands/department stores weakening
18. Urban ghettos
19. Vertical retailer with cash – your time
20. Retail 'Ice Age'