



BORDEAUX

Cushman & Wakefield

Global Cities Retail Guide

Located in southwestern France, Bordeaux is the capital of the Nouvelle Aquitaine region and the country's fifth largest metropolitan area, with more than 1,200,000 inhabitants.

Totalling around 92,000 students, the city has a long tradition of teaching excellence, thus providing large tech and industrial groups a highly-qualified workforce. A European hub for aeronautics and space industries, Bordeaux is also considered the wine capital of the world, with the region boasting the most famous grape varieties including Merlot and Cabernet.

In the nineties, the historic city centre of Bordeaux underwent a massive urban redevelopment project comprised of the creation of new tramway lines and the conversion of former industrial sites on the now 'cleaned up' waterfront. This large-scale project gave a boost to the city as a key tourist destination, also now listed a UNESCO world heritage site.

Benefiting from its local residents' high purchasing power, Bordeaux's prime retail scene is mainly located in the vast pedestrian area located on the left bank of the Garonne River and hosts a wide range of retailers. Rue Sainte-Catherine and Rue de la Porte Dijéaux are the main hubs for middle-range players in the fashion sector, whereas Cours de l'Intendance is a key destination for upper-range retailers. While prime opportunities in the city centre of Bordeaux are traditionally scarce, it hosts two major shopping centres downtown: Meriadeck (Auchan hypermarket) and the Promenade Sainte-Catherine, providing international retailers with quality space so as to expand their French retail network (e.g. Citadium, Lego, etc.). There are two more shopping galleries in the city centre: Place des Grands Hommes, which hosts a food market and 30 units (e.g. La Grande Récré), and Saint Cristoly anchored by Monoprix and H&M. The retail landscape on the outskirts is dominated by three shopping centres: Rives d'Arcin, Bordeaux Lac (extension planned for the end of 2019) and Mérignac Soleil.

Bordeaux also hosts a Factory Outlet downtown. The Quai des Marques shopping centre is situated along the Garonne River, and is part of the Quais de Bacalan redevelopment project opened in 2007. It offers nearly 60 retail units, spread over 5 historic buildings.



BORDEAUX OVERVIEW

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KEY RETAIL STREETS & AREAS

RUE SAINTE CATHERINE

A historical landmark of Bordeaux, Rue Sainte Catherine is the city's premier retail thoroughfare. Linking Place de la Comédie to Place de la Victoire following a north-south axis, this 1.2 km long pedestrian street serviced by two tramway lines is home to numerous internationally recognised mass-market to upper-range retailers in a wide range of activity sectors. Anchored by Galeries Lafayette, FNAC, H&M, Go Sport, Zara, and Sephora, Rue Sainte-Catherine is a key destination for foreign brands entering the French provincial market (e.g. Apple Store, Hema). The section between Cours de l'Intendance and Cours d'Alsace et Lorraine is the most sought-after by mid-range to high-end international retailers.

COURS DE L'INTENDANCE / RUE VOLTAIRE

Linking Place Gambetta to Place de la Comédie and lined with elegant private mansions, Cours de l'Intendance is the heart of Bordeaux's golden triangle and a key destination for high-end/luxury retailers (e.g. Louis Vuitton and Lancel). A small street running into Cours de l'Intendance, Rue Voltaire is another hub for up-market brands, including several high-end French fashion designers (e.g. Maje, Claudie Pierlot).

RUE DE LA PORTE DIJEUX

Linking Place Gambetta to Rue Sainte-Catherine, Rue de la Porte Dijéaux is one of Bordeaux's main retail hubs. Lined with harmonious classical buildings, this pedestrian street boasts an important influx of local residents and tourists alike and is home to many international mid to upper range retailers in the fashion sector including COS, Bimba y Lola, and The Kooples. The opening of Uniqlo in 2016 relaunched the dynamism of this street following the development of competition (Promenade Sainte-Catherine).

PROMENADE SAINTE-CATHERINE

Located at the junction of Rue Sainte-Catherine and Rue Porte Dijéaux on a former office/industrial site, La Promenade Sainte-Catherine is a 19,800 sqm shopping centre. La Promenade Sainte-Catherine opened in 2015 and hosts over 35 stores up to 1,500 sqm. The shopping centre has been chosen by several international retailers for their first opening in the metropolitan area (e.g. Lego, Citadium, Sostrene Grene, Superdry).



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MARKET OVERVIEW

KEY AREAS / STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT INC. KEY MONEY (€/SQM/YEAR)	RANGE OF UNIT SIZES (SQM)
Rue Sainte-Catherine	Local residents, tourists Mass-market to upper-range retailers	Adopt', Apple Store, Bala Booste, Bizzbee, C&A, Camaieu, Caroll, Etam, Flying Tiger Copenhagen, Fnac, Fossil, Galeries Lafayette, Geox, Go Sport, Hema, H&M, Intimissimi, Jennyfer, Jimmy Fairly, Jules, Kiko, Le Comptoir de Mathilde, Levi'S, Maisons du Monde, Mango, Mc Donald's, Pimkie, Promod, Pull & Bear, Pylones, Sephora, Undiz, Vans, Zara,	Decathlon city, Faguo, Mad Vintage, Nyx, Starbucks,	2,000-2,400	Up to 500
Rue Porte Dijaux	Local residents, tourists Mass-market to upper-range retailers	Berenice, Bimba y Lola, Brice, Caroll, Celio, Comptoir des Cotonniers, COS, DDP, Du Pareil au Même, Ekyog, Etam, Foot Locker, Galeries Lafayette, Kookaï, Kusmi Tea, Lacoste, La Fée Maraboutée, Le Creuset, Mauboussin, Minelli, Mollat bookstore, Okaïdi, Pandora, Princesse Tam, The Body Shop, The Kooples, Uniqlo, Zara Home	Figaret, Jacobs&Jacobs, Pataugas, Women Dept,	1700-2,000	Up to 1,000
Cours de l'Intendance	Local residents, tourists Mid-range to luxury retailers	Aigle, Baccarat, Bernardaud, Diesel, Eden Park, Façonnable, Father & Sons, Gant, IKKS, Jo Malone, Alain Figaret, Les Petites..., Lancel, Massimo Dutti, Max Mara, Maille, Nespresso, Louis Vuitton, Repeat, Repetto, Sandro, Smalto, The Kooples Sport, Weil, Zapa	Couturissimo, Kujten, Lalique	1,800-2,000	Up to 200
Rue Voltaire	Local residents, tourists Mid-range to luxury retailers	Claudie Pierlot, Gerard Darel, IKKS, Longchamp, Maje, Sandro, Sud Express, Zadig & Voltaire,		1,000-1,200	Up to 200
Promenade Sainte-Catherine	Local residents Mass-market retailers	Bershka, Citadium, Durance, El Ganso, Esprit, G-Star, Izac, La Grande Récré, Lego, Lindt, Lush, MAC, Moa, Monop', Mc Café, New Look, Passionata, Stradivarius, Superdry, Swarovski,	Big Fernand, Lolly's, Poow!,	700-1,200	Up to 1,500



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SHOPPING CENTRES

MERIADECK

Open since 1980, Meriadeck is the largest shopping centre within Bordeaux's city centre with 80 stores covering 40,000 sqm, and is one of the biggest downtown shopping centres in France. Easily accessible by foot, car, bus and metro, and located 500 meters away from Rue de la Porte Dijeaux and a few tram stops from Rue Sainte-Catherine, Meriadeck is anchored by Auchan on 3 levels, and hosted about 11 million visitors annually before suffering from the competition of Promenade Sainte-Catherine. The shopping centre has been extended in 2008 with a further 7,500 sqm of retail space ("Les Passages") and there is a redevelopment project planned for 2020.

MERIGNAC SOLEIL

Located in the inner-suburbs of Bordeaux and a few minutes away from Bordeaux Airport, Merignac Soleil is a 53,000 sqm shopping centre hosting nearly 6 million visitors annually. Opened in 1987, Merignac Soleil was extended in 2014, thereby illustrating the strategies of property-investment companies aiming to adapt supply to consumer expectations and to help large international groups expand (e.g. H&M and Mango).

RIVES D'ARCINS SHOPPING CENTRE

Open since 1995, Rive d'Arcins is one of the most important shopping centres on the outskirts of Bordeaux. Totalling 67,000 sqm, Rives d'Arcins hosts over 6 million visitors annually. Anchored by a Carrefour hypermarket, Go Sport and Zara, this shopping centre is a key destination for international mass-market retailers in a wide range of activity sectors. An 11,000 sqm extension project was been developed in 2013, to renew supply and consolidate visitor numbers through the arrival of well-known French or foreign retailers (Superdry, Hema, Kiko, Nature et Découvertes, etc.). Furthermore, a 15,000 sqm retail park ("Les Arches d'Estey") has been developed nearby. Completed in 2010, it boasts 13 medium-sized units including large French retailers usually located in peripheral zones such as Conforama, Besson Chaussures, La Halle and Maxitoys.

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SHOPPING CENTRE OVERVIEW

SHOPPING CENTRE	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT INC. KEY MONEY (€/SQM/YEAR)	RANGE OF UNIT SIZES (SQM)
Meriadeck	Local residents Mass-market retailers	Maison 123, Auchan, Bagel Corner, Calzedonia, Camaïeu, Hema, H&M, Intersport, Kiko, Nature et Découvertes, New Yorker, Pittarosso, Sephora, Sostrene Grene, Springfield	Claire's, Mango, Yogurt Factory	500-800	All sizes
Rives d'Arcins	Local shoppers Mass-market retailers	123, Adidas, Aigle, American Vintage, Bershka, Bizzbee, Calzedonia, Camaïeu, Carrefour, Caroll, Celio, Comptoir des Cotonniers, Cyrillus, Etam, Foot Locker, Geox, Go Sport, G-Star, Hema, H&M, IKKS, Intimissimi, Jules, Kiko, La Chaise Longue, Lacoste, Lpb, Lush, Mango, Moa, Nature & Découvertes, New Look, Ollygan, One Step, Optical Discount, Oxbow, Parfois, Pepe Jeans, Swarovski, Promod, Save, Sabon, Superdry, The Kase, Undiz, Zara, Sephora	Dop Lice, La cabane à Bagels, Okaidi, Phood, Starbuck's Coffee	800-1,200	All sizes
Merignac Soleil	Local shoppers Mass-market retailers	123, Aigle, Carrefour, Brice, Burton, Calzedonia, Camaïeu, Caroll, DDP, Edji, Etam, Foot Locker, Geox, G-Star, Guess, H&M, IKKS, Izac, Jules, La chaise Longue, Lacoste, La Fée Maraboutée, Le Temps des Cerises, Mango, Natures & Découvertes, Okaidi, Ollygan, One Step, Optical Discount, Oxybul, Pandora, Pimkie, Promod, Sabon, Save, Sephora, Swarovski, Undiz, Zara	Adopt', Autour du Comptoir, Bleu Libellule, Nail'Minute,	600-800	All sizes

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SHOPPING CENTRES

DEVELOPMENT TO WATCH OUT FOR

BORDEAUX LAC EXPANSION

Total Size (sqm)	68,800
- Retail GLA	62,800 (114 stores)
- Extension GLA	6,000
Planned Opening Date	End 2019
Consumer Profile	Mass-market to upper-range, local residents.

ABOUT THE DEVELOPMENT

This existing shopping centre (1980) is located 6 km north of the Bordeaux City Centre, close to IKEA. Totalling 62,800 sqm with 114 retail units, this centre is anchored by an Auchan hypermarket and a Fnac. Benefitting from the urban expansion to the north of the city, an extension of the shopping centre is planned for the end of 2019 with the opening of the two well-known megastore brands Uniqlo and Primark.

COEUR GINKO

- Retail GLA	30,000 (8 MSU)
Planned Opening Date	End 2019
Consumer Profile	Mass-market to upper-range, local residents.

ABOUT THE DEVELOPMENT

This project is located close to the existing Bordeaux Lac shopping centre. This scheme will include residential, offices and retail and will convert the whole sector in a major destination for retail.

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FOOD & BEVERAGE

With 57 “appellations” producing 800 million bottles a year and several internationally renowned “Châteaux” (including Château Margaux and Château Lafite Rothschild), the Bordeaux region is considered the wine capital of the world, thereby making the city one of France’s hottest destinations for wine tasting.

Fine wine merchants include La CUV, La Vinothèque de Bordeaux, Millesima (reopening 2020) or L’Intendant. Since 2016, La Cité du Vin offers 14,000 sqm totally dedicated to exhibitions, shows, movie projections and academic seminars on the theme of wine.

Bordeaux is also internationally and nationally famous for food specialities such as le cannelé bordelais, a small pastry flavoured with rum (e.g. Canelés Baillardran have shops in several cities, on high street, train stations and shopping centres).

With several Michelin-starred restaurants including Le Chapon Fin and Le Pressoir d’Argent, Bordeaux is an attractive place to enjoy French gastronomy, with plenty of fine bistros and cafés. For example, La Tupina, voted best bistro in the world by the International Herald Tribune in 1994, is a key destination to enjoy traditional cuisine from Southwestern France.

As a traditional gastronomic city, Bordeaux hosts several food markets like Marché des Capucins or Place des Grands Hommes.

Some rehabilitation projects have also been undertaken to transform derelict buildings into modern and friendly spaces. The Darwin initiative in the Bastide-Niel area, close to Garonne River has converted the old “caserne” into a new urban space where people can work, shop, eat, drink and relax.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Quartier Saint Pierre	Local residents, tourists	Le Pressoir d'Argent, Le Chapon Fin, Le Bordeaux-Gordon Ramsay, L'Intendant, Bordeaux Magnum, La Vinothèque de Bordeaux, Chez Jean, Le Pavillon des Boulevards,
Quartier Saint-Michel	Local residents, tourists	La Tupina, Kuzina, Le Café du Théâtre par Hugo Lederer, La CUV, Millesima
Other downtown areas	Local residents, tourists	La Grande Maison de Bernard Magrez, Le Clos d'Augusta, Julien Cruège,

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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
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