

CANNES

Cushman & Wakefield

Global Cities Retail Guide

Cannes is world famous for its international film festival held in May, as well as France's leading trade fair and conference location alongside Paris. The city became a venue for the rich and famous when wealthy people started to build vacation homes at the beginning of the 19th century.

With tourism being its primary source of income, Cannes has retained its huge appeal to this day and remains a highly sought-after destination. When international luxury retailers want to open flagship stores in France, they first target Paris then Cannes and more specifically La Croisette, the city's most famous promenade along the waterfront.

Cannes benefits from excellent transportation links with a well developed highway and railway network. But the wealthy clientele from all over the world are most likely to use Cannes-Mandelieu; France's second largest private airport as well as the city's marina. What's more, Nice Côte d'Azur International Airport, the second busiest in France after Paris, welcomes over 12 million passengers a year and is only 24 km away from Cannes.



CANNES OVERVIEW

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KEY RETAIL STREETS & AREAS

LA CROISSETTE

When international luxury retailers look to open flagship stores in France, they target either the Paris golden triangle or La Croisette in Cannes. A 3km promenade fronting the Mediterranean Sea, La Croisette boasts a strong concentration of luxury retail units and some of France's most prestigious hotels. This places it alongside other renowned boulevards such as Rodeo Drive in Beverly Hills, Avenue Montaigne in Paris or Via Montenapoleone in Milan.

RUE D'ANTIBES

Parallel to la Croisette, Rue d'Antibes is home to a wide variety of mass-market to upper-range retailers, including fashion, accessory products and restaurants. It hosts more than 200 units like American Vintage, Banana Moon, Ba&sh, COS, Dinh Van, Fnac, Liu Jo, Manoush, Maje, Oysho, Sandro, Sephora, and Zadig & Voltaire.

RUE DU COMMANDANT ANDRE

Linking Boulevard de la Croisette to Rue d'Antibes, Rue du commandant André boasts several restaurants and cafes and is home to premium-luxury retailers in the fashion sector, including Berluti, Gant, Harmont & Blain, Claudie Pierlot and Zadig & Voltaire.



DEVELOPMENT TO WATCH OUT FOR

OPEN SKY VALBONNE

Total Size (sqm)	100,000
Retail	65,000 (of which 20,000 will be leisure)
Hotel	10,000
Offices	20,000
Planned Opening Date	2022
Consumer Profile	Mass-market to upper-range, local residents and tourists.

ABOUT THE DEVELOPMENT

Anchor tenants: mixed-use project with retail, hotel and offices.

This project is located about 13 kms to the North of Cannes.



NICE NEW DEVELOPMENT WATCH

CANNES

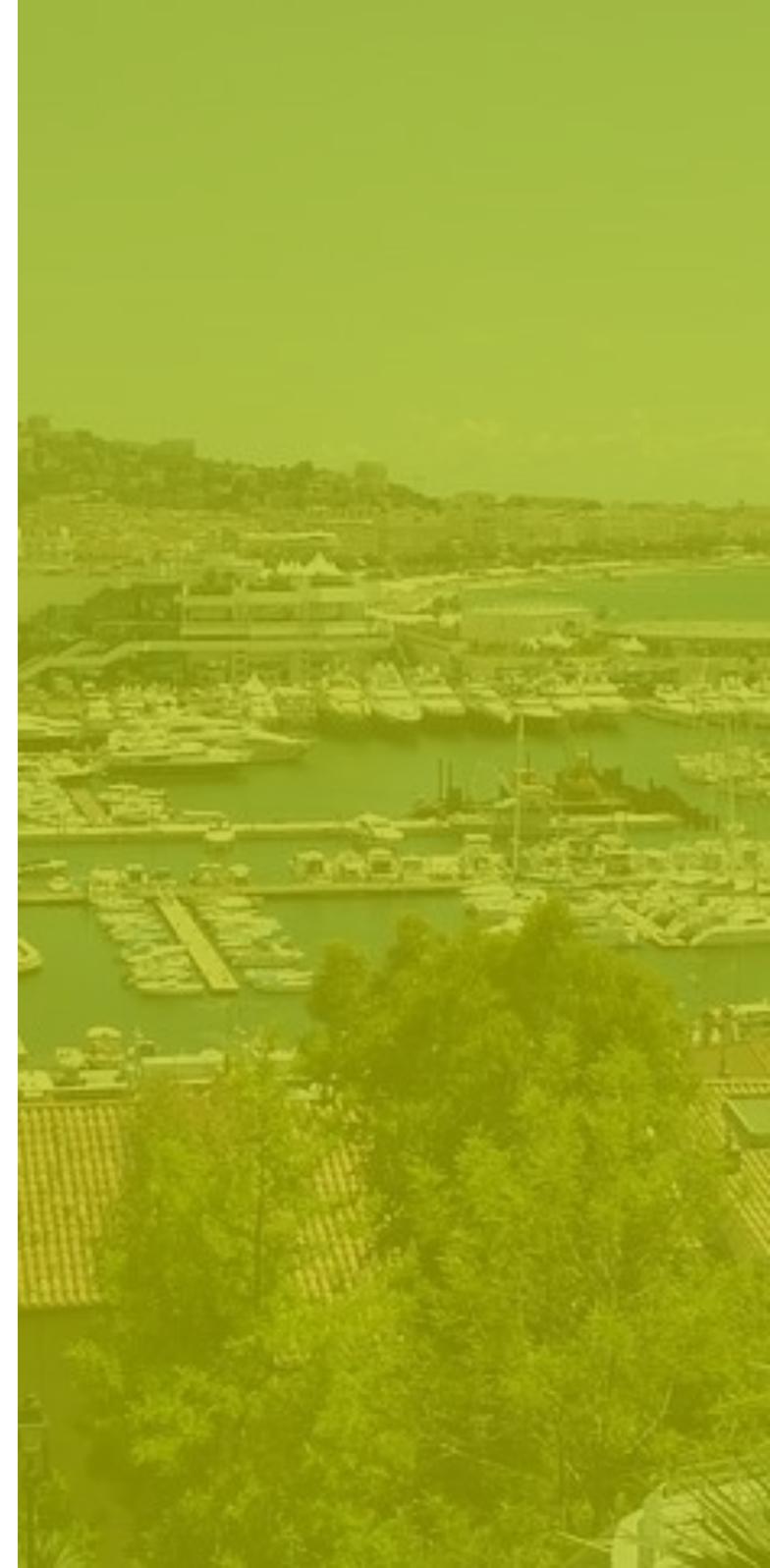
FOOD & BEVERAGE

Cannes boasts a significant number of restaurants and cafes, mainly devoted to its dynamic tourism industry. A concrete illustration of the exciting French Riviera lifestyle, La Croisette generates high pedestrian volumes and is where casinos and luxury hotels are located.

La Croisette hosts Cannes' finest establishments including La Palme D'or (Hôtel Martinez) or Park 45 (Le Grand Hôtel). Other restaurants and bars can be found along La Croisette's sandy beaches (L'ondine, Le Croisette, etc.).

Other locations including rue d'Antibes, rue Felix Faure and Le Vieux Port offer local residents a wide variety of cafés and food establishments from local operators to national and international fast food chains. The Forville food hall is also very attractive with an increasing offer in culinary options.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
La Croisette	Tourists, international clientele	La Palme d'or (Hôtel Martinez), Le Carlton Restaurant, Le Fouquet's and La Petite Maison de Nicole au Majestic Barrière, Park 45 (Grand Hôtel), Le Relais (Grand Hyatt Cannes Martinez),



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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
RETAIL & LEISURE



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