

LILLE

Cushman & Wakefield
Global Cities Retail Guide

Located in Northern France with the Belgian border only 3 km away, Lille is the sixth largest metropolitan area in France with just below 1.2 million inhabitants. Close to some of the major European decision-making centres including Brussels, London and Amsterdam, thanks to the development of a high-speed rail network in the 1990s, Lille is also at the heart of one of Europe's wealthiest regions.

Historically dominated by large firms in the manufacturing-distribution sector, the Lille region is also the birthplace of several leading French retailers in various activity sectors that include Auchan, Boulanger, Décathlon or Leroy-Merlin.

Benefiting from a wide catchment area, Lille boasts a vibrant retail scene, with its prominent retail zone located in the old town and the city's pedestrian district, a major tourist destination benefitting from its preserved architectural heritage and a vibrant cultural life boosted by events such as Lille 2004 and Lille 3000 and the internationally famous annual "braderie".

The centre of Lille also boasts a major retail concentration inside the historic city centre (rue des Chats Bossus, rue Esquermoise, etc.). A few minutes away from the city's old town is Eurallille, the third business district in France behind La Défense and Lyon Part-Dieu, which accommodates one of France's most renowned shopping centres and is a key target for international retailers. Finally, the outskirts accommodate several highly accessible major retail hubs including V2 in Villeneuve d'Ascq and Les Géants in Englos.



LILLE

KEY RETAIL STREETS & AREAS

RUE DES CHATS BOSSUS

Located in the heart of Lille's old town, Rue des Chats Bossus is home to middle to high-range fashion retailers such as De Fursac, Claudie Pierlot, Michael Kors and Hugo Boss. Recent moves include the leasing of n°1 by Boggi.

RUE DE LA GRANDE CHAUSSÉE

Running into Rue des Chats Bossus, Rue de la Grande Chaussée is Lille's hottest destination for up-market retailers, including world-renowned luxury brands (e. g. Hermès and Louis Vuitton), several retailers in the jewellery sector (Mauboussin and Swarovski) and trendy French fashion retailers (Maje, The Kooples and Tommy Hilfiger).

RUE ESQUERMOISE

Rue Esquermoise is another key retail location in Lille's old town. A traditional hub for restaurants and food retailers where La Belle-Iloise and Big Fernand recently set up. Rue Esquermoise is renowned for the typical Flemish waffles on sale at Méert patisserie. The street is also a hot spot for retailers in the home furnishings sector with famous brands including Habitat, Ligne Roset, Cinna and Roche Bobois.

RUE FAIDHERBE

Rue Faidherbe, a traditional crossing place, is a strategic axis linking the commercial heart of Old Lille to the Euraille district and city stations (Lille Flandres, Lille Europe). This street has gradually witnessed the introduction of some prominent national (Maisons du Monde) and international chains (Apple Store) illustrating the dynamism of the artery and confirming its take in the upmarket direction.

RUE DE BETHUNE/ RUE NEUVE

Located in the city's pedestrian area, Rue de Béthune and Rue Neuve are the main retail hubs in the centre of Lille, anchored by Zara, H&M, and UGC cinemas. Rue de Béthune provides consumers - young adults in particular - with several international brands in the fast-fashion sector such as Zara, Mango and Nike. Rue de Béthune runs into Rue Neuve, another pedestrian street benefiting from significant influx of tourists and local residents alike and accommodating several international mass-market fashion retailers.



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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 des Chats Bossus	Mid to upper-range Tourists, local residents	Catimini, Claudie Pierlot, De Fursac, Hugo Boss, Massimo Dutti, Michael Kors, Petit Bateau, Satellite, Wolford, Zadig & Voltaire	Boggi	1,600-2,000	Up to 200
Rue de la Grande Chaussée	Mid to upper-range Tourists, local residents	American Vintage, Balibaris, Ba&sh, Comptoir des Cotonniers, Cyrillus, Father & Sons, Free Lance, Gant, Gérard Darel, Hermes, IKKS, Lacoste, Louis Vuitton, Maje, Mauboussin, Repetto, Sud Express, Swarovski, The Kooples, Tommy Hilfiger, Zapa	Scotch & Soda	1,600-2,000	Up to 200
Rue Esquermoise	Mid to upper-range Tourists, local residents	Avril, Alice Délice, Bagelstein, Bang & Olufsen, Bernardaud, Bio C' Bon, Carré Blanc, Clarins, Cinna, Finsburry, Flying Tiger, Habitat, Izac, Kartell, Kusmi Tea, Le Creuset, Ligne Roset, Madura, Nespresso, Roche Bobois, Villeroy & Boch,	Big Fernand, La Belle-Illoise	1,300-1,500	Up to 500
Rue de Béthune/Rue Neuve	Mass to mid-market Tourists, local residents	Andre, Armand Thierry, Big Fernand, Bizzbee, Darjeeling, Calzedonia, Camaïeu, Caroll, Celio, Etam, Five Guys, Gap, Hema, H&M, Intimissimi, Jules, Kiko, Le Coq Sportif, Levi's store, L'Occitane en Provence, Lush, Mango, Morgan, Nike, Promod, Pylones, Rouge Gorge, Stradivarius, UGC cinemas, Undiz, Yves Rocher, Zara	Le Comptoir de Mathilde, Dr Martens, Mad Vintage, Pitaya	1,300-1,500	Up to 500
Rue Faidherbe	Mass-market Tourists, local residents	André, Apple store, Bagelstein, Bio C' Bon, Eram, Maisons du Monde, Hippopotamus, Monop', Nicolas, Salamander, Tamaris, Un Jour Ailleurs, The Kase, Texto	Factory & Co	1,000-1,300	Up to 1,500



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SHOPPING CENTRES

EURALILLE

Located a few minutes' walk away from Lille historical district, Euralille is one of the largest shopping centres in the provinces, totalling 70,000 sqm and hosting 15 million visitors annually. Developed in the mid-1990s, together with the high speed railway station and thus located in its direct vicinity, Euralille shopping centre is one of the key elements of a massive urban project designed by star architect Rem Koolhaas to provide the Lille metropolitan area with a major business district, the third largest in France after La Défense (Paris) and La Part-Dieu (Lyon). Anchored by Carrefour, Go Sport or H&M and after extension Primark, Euralille accommodates over 140 stores nearly half of which are mass-market fashion retailers.

V2

Located in Villeneuve d'Ascq, a new town developed in the 1960's, V2 opened in 1977 and is now one of the main retail hubs of the Lille conurbation. Easily accessible by public transportation, this 57,000 sqm shopping centre hosts over 11 million visitors annually. Anchored by Auchan, H&M and Zara, V2 boasts over 140 stores in a wide range of activity sectors. The shopping centre is also rounded by a retail park Heron Park (Leroy Merlin, Cultura, Darty, Zôdio, etc.).

ENGLOS LES GEANTS

Located in the western part of Lille city centre, the retail zone "Englos Les Géants" is anchored by an Auchan shopping centre (32 300 sq. m, 16 500 sq. m hypermarket) and a large retail park. This shopping centre was created in 1969 and is considered as an historic retail destination and one of the oldest in France.

After some renovation and new developments, the retail zone became stronger with around 50 retailers including Boulanger, Conforama, Décathlon, Kiabi, PicWic.

PROMENADE DE FLANDRE

Located at the crossroads of Neuville-en-Ferrain, Tourcoing and Roncq, and close the Belgian border, Promenade de Flandre is the first cross border shopping centre between France and Belgium. Close to an Auchan hypermarket, it will host 45 units mainly specialising in household goods, mixed with some leisure and restaurant units. Tenants include Alinea, But, Cultura, Decathlon, Habitat, Intersport, Kaporal, Leroy Merlin, Maisons du Monde, Mango, New Look, Orchestra, Flying Tiger and Zôdio. The centre opened in late 2017 and attracts a large cross-border clientele.



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SHOPPING CENTRES

LILLENIUM PROJECT

Located in the southern part of Lille city centre, the Lillenum project is due to open in 2020. This new shopping centre will be part of a urban operation including the 1st Leclerc hypermarket in Northern France (11,000 sq. m), with 105 shops and 10 restaurants.

This 56,000 sqm. shopping centre will also include an H&M store, a hotel and an exclusive concept for Children: "La Cité des Enfants".

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SHOPPING CENTRE 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)
Les Tanneurs / Grand Place	Mass-market Local residents	Adopt', Bchef, C&A, FNAC, King Jouet boutique, Le Bonhomme de Bois, Monoprix, OllyGan, Rougier & Plé, San Marina, Cleor, Nature & Découvertes, Nocibe, Save, Sostrene Grene	-	800-1,000	All sizes
Euralille SC	Mass-market Local residents	Adidas, Bershka, Calzedonia, Camaïeu, Carrefour, Courir, Colombus Café, Desigual, Du Bruit dans la Cuisine, Go Sport, Hema, Hollister, H&M, Etam, Flying Tiger, Foot Locker, JD, Jules, Kaporal, I am, J'M, Kiko, Lego, Levis, Lpb, Mango, Nature et Découvertes, Nyx, Pegast, Primark, Promod, Pull & Bear, Sephora, Sostrene Grene, Stradivarius, The Body Shop, Undiz, Uniqlo, WE, Zara	Amazing, Autour du Comptoir, Jack & Jones, Le Barbier, Le Temps des Cerises, Lola & Liza, Mac, Mapara, Only, Pandora, Starbucks	1,000-1,500	All sizes
V2	Mass-market Local residents	Maison 123, Auchan, Bershka, Bleu Libellule, C&A, Calzedonia, Caroll, Celio, Le Comptoir des Cotonniers, Courir, Darjeeling, Esprit, Etam, Foot Locker, Le Furet du Nord, H&M, IKKS, Kiko, Kookaï, La Chaise Longue, Le Barbier, Levis, Lush, MAC, Maisons du Monde, Mango, OllyGan, One Step, Promod, Quicksilver, Sephora, Sostrene Grene, Swarovski, The Body Shop, Undiz, Zara	Burger King, Fresh Burritos, La Rotisserie, Pandora, Pegast, Yogurt Factory	1,000-1,400	All sizes
Englos Les Géants	Mass-market Local residents	André, Bijou Brigitte, Bizzbee, Brice, Courir, Etam, Furet du Nord, Jules, Kaporal, Kiko, Levi's, Little Extra, Moa, Parfois, Stradivarius, Tamaris, Undiz, Zara	Bagelstein, La Vie en Or, Sostrene Grene, Starbucks, Twenty Nails, Wizzle	600-1,000	All sizes
Promenade de Flandres	Mass-market Local residents	But, Armand Thiery, Bizzbee, Brice, Camaïeu, Chaussea, Cultura, Darty, Flying Tiger, Habitat, Intersport, Kaporal, Maisons du Monde, Mango, Muy Mucho, Promod, Zodio	-	700-1,500	All sizes

LILLE

FOOD & BEVERAGE

Lille's food specialities reflect the combined influence of French and Flemish culture.

Waterzooï (a stew made of fish or meat) and waffles are among Lille's most famous dishes. Meals are generally enjoyed with an artisanal beer brewed in the region, characterised by a strong taste and high alcohol concentration.

Lille's old town is the most popular destination, hosting plenty of trendy traditional or modern restaurants such as Club Marot, La Table or La Laiterie.

A former working class district undergoing gentrification, Wazemmes is locally well-known for its industrial heritage and its vibrant cultural scene. Located a few minutes' walk from the Old Town, Wazemmes boasts a large food market and many restaurants serving food from abroad as well as local specialities.

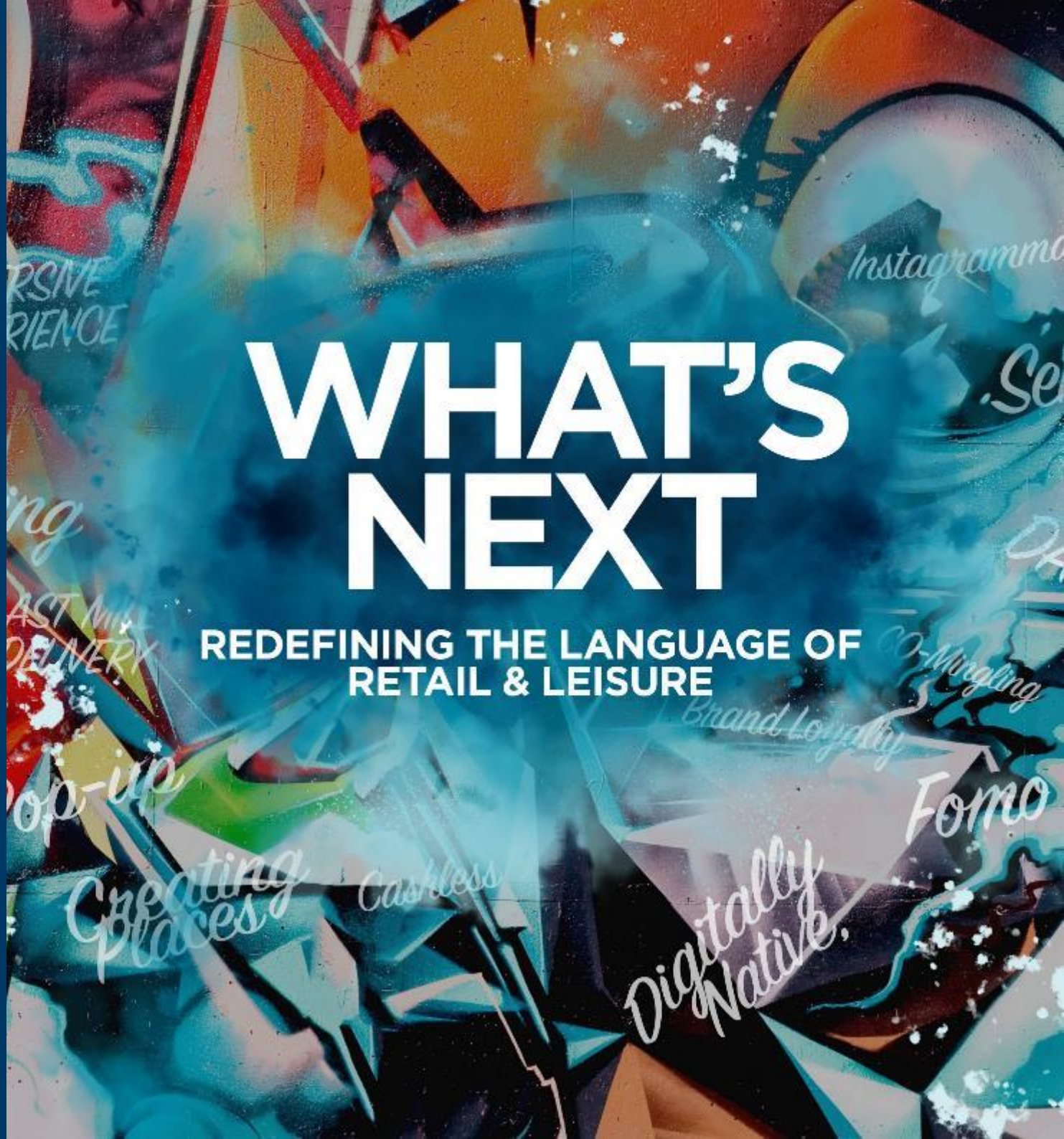
KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Lille's Old Town/ City centre	Local residents, tourists	Club Marot, La Table, L'Assiette du Marché, Brasserie de la Paix, Le Oui, L'Hermitage Gantois, Le Barbue d'Anvers, La Part des Anges, La Laiterie
Wazemmes	Local residents	La Nouvelle Aventure, Maison Doucet



CHRISTIAN DUBOIS

Head of Retail Services France
Cushman and Wakefield LLP
Etoile Saint Honoré
21 rue Balzac
75008 Paris

Tel: +33 01 53 76 92 96
Mob: +33 06 71 01 43 01
Christian.dubois@cushwake.com



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REDEFINING THE LANGUAGE OF
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