



# LUXEMBOURG CITY

*Cushman & Wakefield*

*Global Cities Retail Guide*

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***The capital city of the Grand-Duchy of Luxembourg, commonly known as Luxembourg, lies at the heart of Western Europe, between Brussels, Paris and Frankfurt.***

Luxembourg boasts the reputation of being one of the world's major financial hubs. The city has developed into a banking and administrative centre. It is the seat of several institutions of the European Union, including the European Court of Justice, the European Court of Auditors and the European Investment Bank.

Its multilingual hospitality, safe environment and high quality of living make it an appealing destination. Although of a modest size and population, Luxembourg radiates among its neighbouring cities, growing in economic and cultural importance each year, thus attracting more residents, commuters and shoppers.

The Luxembourg high street retail market is typically split into two areas: Grand Rue / Rue Philippe II, and the Station district. Luxembourg also features the three largest shopping centres in the country: La Belle Etoile and City Concorde (opened since 1974) and La Cloche d'Or (open in May 2019).

Retail parks are to be found at the periphery of the municipality, mainly in Strassen, Sandweiler and Junglinster.

Confirming its record-high degree of economic openness, Luxembourg welcomes a large proportion of international retailers. For example, a vast majority of the retail units on Grand Rue are occupied by foreign retailers.



# LUXEMBOURG CITY OVERVIEW

# LUXEMBOURG CITY

## KEY RETAIL STREETS & AREAS

### GRAND RUE / RUE PHILIPPE II

The Grand Rue is Luxembourg's prime retail high street. This pedestrian street is lined with high-class boutiques selling clothing and specialty items. Crossing the Grand Rue, the Rue Philippe II is gaining influence on the high street retail scene in Luxembourg. High-end luxury retailers tend to favour this street for their new points of sale. At the crossing of Grand Rue and Boulevard Royal the new flagship development Royal-Hamilius is opening in 2019; this 36,000 sqm mixed development will host Galeries Lafayette department store, a FNAC media shop and a Delhaize supermarket as anchor stores.

### AUCHAN KIRCHBERG

This retail zone, anchored with an Auchan hypermarket, is located at the heart of the Kirchberg district, which is the most modern office district of Luxembourg. Consequently, its typical customer profile is high-revenue, white-collar employees.

### ESCH-SUR-ALZETTE

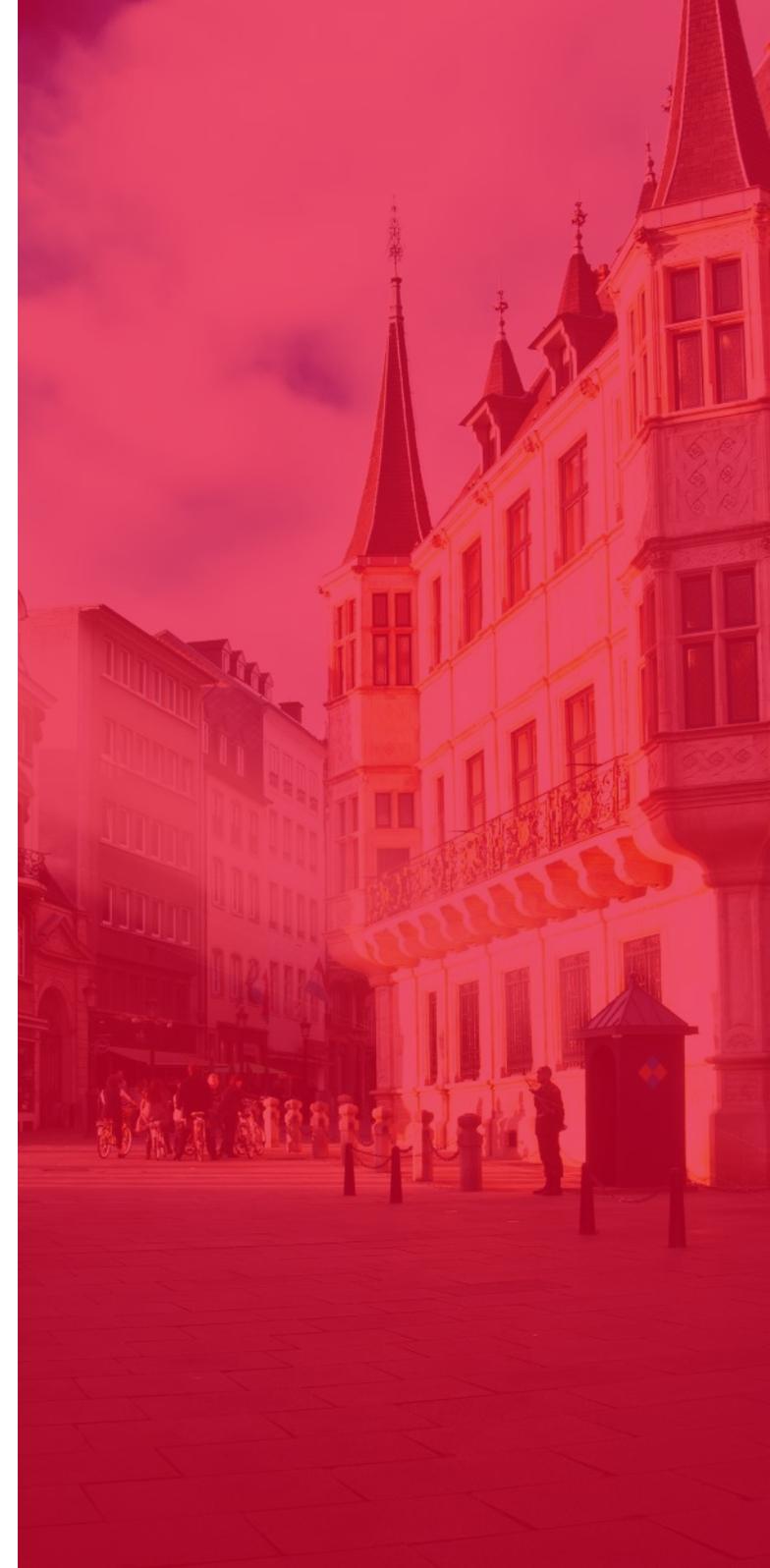
Luxembourg's second city with a total of 34,400 inhabitants, Esch-sur-Alzette shows a more local and popular retail flavour with its historical Rue de l'Alzette. A new 35,000 sqm shopping centre, Belval Plaza I & II, is also located out of town.

### AVENUE DE LA GARE

The Station district offers a more popular range of goods, as its catchment is also more diverse in terms of nationalities and purchase power.

### LA CLOCHE D'OR

This is the latest retail area recently created in Gasperich and mainly driven by LCO, which is the largest shopping centre in the country. La Cloche d'Or is also currently the office district that is growing most substantially, hosting the headquarters of some of the Big Four and large financial administrations.



# LUXEMBOURG CITY

## MARKET OVERVIEW

KEY AREAS/ STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 200 SQM	RANGE OF UNIT SIZES
Grand Rue	Tourists, local and regional shoppers	H&M, Zara, Sephora, MAC Cosmetics, Longchamp, Nespresso, Hallhuber, Rituals, Minelli	Zapa, S.Oliver, Comma, Mango	€ 300,000 / year	40-2,000 sqm
Rue Philippe II	Tourists, local and regional shoppers	Gucci, Hermès, Chanel, Dior, Maje-Claudie Pierlot	Louis Vuitton	€ 320,000 / year	30-250 sqm
Avenue de la Gare	Local and regional shoppers	Saturn, Veritas, WE, Footlocker, Okaïdi	Five Guys, Burger King	€ 220,000 / year	30-2,500 sqm
Cactus Belle Etoile	Local shoppers	Freelanders, Benetton, Ernster, Vedette	Bestseller, Tally Weijl	€ 200,000 / year	30-2,000 sqm
Auchan Kirchberg	Local shoppers, white collars	Mango, Zara, Guess, Oberweis, Minelli, Jacadi	Bestseller, Rituals, Caroll	€ 240,000 / year	40-2,000 sqm
Cora City Concorde	Local shoppers	Bram, Oberweis, River Woods, Lacoste, Descamps, Rituals, Version Originale	Fashion Club, Paris 8, O'Bag, Benetton	€ 200,000 / year	50-4,000 sqm
Esch-sur-Alzette	Local shoppers	Foot Locker, Promod, Jennyfer, Guess	-	€ 80,000 / year	50-1,500 sqm
LCO	Local shoppers, white collars	-	H&M Group, Inditex Group, Not Shy, Zapa, Izac, Finsbury, JOTT, Courir, Cosmoparis	€ 260,000 / year	40-2,500 sqm



# LUXEMBOURG CITY

## SHOPPING CENTRES

### CITY CONCORDE

City Concorde is the second-largest and joint-oldest shopping centre in Luxembourg. A strong presence along the Route de Longwy, City Concorde's 66,300 sqm is home to mid- to high-end retailers including Descamps, Jack Wolfskin, Lacoste, Swarovski, Caroline Biss, River Woods, Paris 8. The route east of the shopping centre towards Belair is dotted with large, out of town retail developments, while the route in the other direction is largely undeveloped. City Concorde is located just five kilometres west from Luxembourg's city centre, with general access to the CBD provided by Route de Longwy.

### LA BELLE ETOILE

La Belle Etoile in Strassen occupies a prime location along Route d'Arlon, a well-developed commercial thoroughfare offering desirable retail and office space. Built in 1974, it is the same age as City Concorde and saw a 20,000 sqm expansion in 2013 to its original 45,000 sqm. The tenant mix is varied but not quite as upscale as City Concorde. There are two interchanges nearby providing easy access to A6 – approximately two kilometres to the east and four kilometres to the west.

### AUCHAN KIRCHBERG

Within the Luxembourg municipality is Auchan Luxembourg, a 25,500 sqm shopping centre in the Kirchberg district. This is a highly-developed area with corporate, public, and EU offices; a convention centre; and some residences in the immediate vicinity. Auchan-Luxembourg opened its doors in 1996 and offers a typical range of retail, food stores and services, anchored by an Auchan hypermarket.

### LCO

On the southside of the city in the Ban de Gasperich area close to the major ring-road, Immochan (Auchan) has developed the largest shopping centre of the country. It is part of a very large mixed-use scheme with 2,850 public car parking spaces, an Auchan hypermarket and shopping centre with 130 stores, restaurants and bars, offices (PwC, Deloitte, AlterDomus, etc.), a 15 ha park and the Lycée Vauban French school.

## DEVELOPMENT TO WATCH OUT FOR

### PLACE DE L'ETOILE, LUXEMBOURG

#### Scheme Size

Mixed-use project > 100,000 sqm including 20,000 sqm of retail GLA

Planned Opening Date 2026

Consumer Profile Mass market to high-end

#### ABOUT THE DEVELOPMENT

Amazing plot of land located at the west gate of the city centre, acquired by ADIA aiming to develop the future "place to be" in Luxembourg.



# LUXEMBOURG CITY NEW DEVELOPMENT WATCH

# LUXEMBOURG CITY

## FOOD & BEVERAGE

***Luxembourg's dining culture has German roots, but is increasingly more global, as its population has become more cosmopolitan over the years. Relatively large Portuguese and French populations also impact Luxembourg's gastronomy.***

The Place d'Armes in the centre of Luxembourg City offers a classic and casual range of restaurants, from fast-food to business lunch places. It is also a must-see on a tourist city trip.

In the lower town along the river Alzette, and built on the industrial site of the former breweries Mousel and Clausen, Les Rives de Clausen has become the place to be in town. This local hot spot is earning a reputation for its lively evening atmosphere and hospitality.

While some breweries have closed up shop over the years, several brewers young and old call Luxembourg home. Big Beer Company has taken over the old Mousel address, while Diekirch is operated by ABInBev. A start-up called Capital City Brewing has been making waves recently. Running contrary to the long-term trend of declining beer production is the popularity of micro-brews and beer pubs, many of which can be found in local night spots.

Suburbs of Clausen and Grund are also a focus of Luxembourg's night life, with many English and Irish pubs. Rue de Hollerich is also a part of the thriving food and beverage offer, with some of the trendiest bars in town.

New local F&B concepts have recently appeared all over the city and the periphery, especially in business districts. More healthy, vegan, based on green behaviour (Cocottes, Victorine, Rawdish), these new concepts know a dynamic and successful development.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Place d'Armes	Local business density, Tourists	McDonald's, Quick, Pizza Hut, Chi Chi's; also high-end restaurants like La Lorraine, La Rôtisserie, Pleiss, Le Grand Café, Café de Paris	€ 180,000 / year
Rives de Clausen	Local & international trendy	Primarily independent operators: Asian, Spanish, French, 1 star restaurant	€ 150,000 / year



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