

LONDON

Cushman & Wakefield

Global Cities Retail Guide



For decades London has led the way in terms of innovation, fashion and retail trends. It is the focal location for new retailers seeking representation in the United Kingdom.

London plays a key role on the regional, national and international stage. It is a top target destination for international retailers, and has attracted a greater number of international brands than any other city globally.

Demand among international retailers remains strong with high profile deals by the likes of Microsoft, Samsung, Peloton, Gentle Monster and Free People. For those adopting a flagship store only strategy, London gives access to the UK market and is also seen as the springboard for store expansion to the rest of Europe.

One of the trends to have emerged is the number of retailers upsizing flagship stores in London; these have included Adidas, Asics, Alexander McQueen, Hermès and Next.

Another developing trend is the growing number of food markets. Openings planned include Eataly in City of London, Kerb in Seven Dials and Market Halls on Oxford Street.

London is the home to 8.85 million people and hosting over 26 million visitors annually, contributing more than £11.2 billion to the local economy. In central London there is limited retail supply and retailers are showing strong trading performances.



LONDON OVERVIEW

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KEY RETAIL STREETS & AREAS

CENTRAL LONDON

Central London is undoubtedly one of the forefront destinations for international brands, particularly those with larger format store requirements.

THE WEST END

The West End comprises a number of key streets including Oxford Street, a 1.5 mile retail thoroughfare with more than 450,000 sq m of retail floor space. It has a main-stream fashion focus and is home to many UK and international retailers' flagship stores, as well as department stores including Selfridges and John Lewis.

BOND STREET

Bond Street is London's most established luxury retail destination. Availability for new retail space remains scarce, with multiple international luxury brands seeking to secure a unit, particularly on the more exclusive southern end of the street. We have witnessed a number of brands seeking to relocate from the surrounding luxury streets of Conduit Street, Bruton Street and Burlington Gardens. New store openings have included Givenchy, Loewe, Azzedine Alaia and Roger Vivier.

CARNABY STREET

Carnaby Street is a world renowned shopping destination famous for cutting edge international fashion and lifestyle retailers. Anchored by the Liberty department store to the north, Carnaby is the gateway to Soho which has witnessed strong demand from streetwear and fashion brands.

MAYFAIR

Mount Street is located in Mayfair about a ten minute walk from Bond Street, and has become a luxury destination for many retailers who are seeking space in London's West End. The street has now attracted a significant number of luxury retailers such as Christian Louboutin, Celine and Matches Fashion. The street currently still has a high proportion of non retail units, including galleries, restaurants and exhibition space and is anchored by the exclusive Connaught hotel.

REGENT STREET

Regent Street transects Oxford Street at Oxford Circus and runs south to Piccadilly Circus. It has 130,000 sq m of floor space and its focus is high-end fashion and luxury retailers. Known as the "Mile of Style", it is home to iconic stores such as Burberry and Hamley's toy store.

COVENT GARDEN

Covent Garden is on the eastern edge of the West End, between St. Martin's Lane and Drury Lane. It is associated with the former fruit and vegetable market in the central square, now a popular shopping and tourist site, and the Royal Opera House. The district is divided by the main thoroughfare of Long Acre, north of which is Seven Dials which is home to both international flagship and concept stores.



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KEY RETAIL STREETS & AREAS

CITY OF LONDON

The City of London, London's main financial district has attracted a considerable mass of foodservice and mid to up-market retailing. One New Change, close to St Paul's Cathedral, is the first shopping centre in the City and has a range of fashion and food operators including Topshop, Next, COS, Hugo Boss, Reiss and M&S Simply Food. The Royal Exchange, located opposite the Bank of England, is a key destination for luxury retailers including Jo Malone London, Tiffany, Mont Blanc and the newly opened Fortnum & Mason café and shop.

KENSINGTON HIGH STREET

Kensington High Street is located to the west of Oxford Street, in the affluent borough of Kensington and Chelsea. The street provides a range of domestic and international main-stream and premium fashion brands.

KNIGHTSBRIDGE

Sloane Street is located in upmarket Knightsbridge and close to some of London's most expensive hotels. It is now regarded as one of the most exclusive luxury retail streets in London alongside Bond Street. The northern part of the street, at the junction with Brompton Road, is home to a greater number of high-end retailers, including Fendi, Hermès and Ferragamo.

Brompton Road is also located in Knightsbridge and offers a range of premium high-end fashion retailers. The number of luxury retailers is limited, however it is expected that they will increase following a significant development of the prime section of the street.

KING'S ROAD

King's Road is a popular shopping street also located in the borough of Kensington and Chelsea. The retail offer is strongest at the eastern end of the street towards Sloane Square, where it is anchored by the Peter Jones department store (John Lewis) and the Duke of York square with outdoor cafés and markets. The street has now become a mainstream destination in its own right and is home to retailers such as All Saints, Zara, Jigsaw, COS and Lulu Lemon.

SPITALFIELDS AND SHOREDITCH

On the edge of the City lie Spitalfields and Shoreditch, providing a number of popular weekend markets specialising in cutting edge fashion, along with a thriving bar and restaurant scene. There has been an increase in premium brands in Spitalfields and these have included Belstaff, Chanel (beauty) and Deciem. Shoreditch is also home to a unique shopping experience in BOXPARK, the world's first pop-up mall operating out of refitted shipping containers. The majority of the more established brands are centred around Redchurch Street.



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MARKET OVERVIEW

KEY AREAS/ STREETS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR UNIT OF 200 SQM	RANGE OF UNIT SIZES SQM
Oxford Street West	Mass market, tourists. The UK and Europe's busiest street.	Selfridges, John Lewis, Adidas, Debenhams, Marks & Spencer, Primark, Gap, Nike	Microsoft, Flannels, Dorothy Perkins, Russell & Bromley, Reserved, Footlocker, TK Maxx	Oxford Street West: GBP 1,040,000 p.a. Oxford Street East: GBP 820,000 p.a.	20-15,000 sqm
Regent Street	Mid-upper market. The "Mile of Style"	Apple, Anthropologie, Guess, Hamleys, COS, AllSaints, Burberry, Ralph Lauren	Asics, Sandro, Mulberry, H&M Home	GBP 875,000 p.a.	20-3,000 sqm
New Bond Street/ Old Bond Street	Luxury and designer brands	Gucci, Louis Vuitton, Chanel, Prada, Polo Ralph Lauren, Cartier, Tiffany & Co.	Givenchy, Loewe, Azzedine Alaia, Roger Vivier	New Bond Street: GBP 2,680,000 p.a. Old Bond Street: GBP 1,910,000 p.a.	25-3,000 sqm
Mount Street	Luxury and designer brands	Marc Jacobs, Christian Louboutin, Matchesfashion.com	Marni, Valextra, Sergio Rossi	GBP 440,000 p.a.	25-500 sqm
Carnaby Street (including Newburgh Street)	Trendy fashion-conscious shoppers	Puma, Diesel, Camper, Eleven Paris, Dr Marten's	Izipizi, Columbia, Bash	GBP 425,000 p.a.	30-1,000 sqm
Covent Garden (James Street)	Lively retail and leisure district. Caters for mass-market consumers, but more up-market retailers on Floral Street and Neal Street.	Urban Outfitters, Apple, Burberry, Jigsaw, Diesel	Away, Birkenstock, Seven Dials Market by Kerb, Tiffany	GBP 1,125,000 p.a.	20-3,000 sqm
City of London (Cheapside)	In the financial district and attracts a considerable mass of foodservice and mid- to up-market retailing.	Next, Marks & Spencer, Hugo Boss, H&M	Fortnum & Mason	GBP 215,000 p.a.	10-2,000 sqm
Kensington High Street	Busy, local shopping street, mainly catering to affluent residential catchment.	Whole Foods Market, Gap, Marks & Spencer, Japan House	Decathlon, Clydesdale Bank, Robert Dyas	GBP 285,000 p.a.	25-10,000 sqm
Kings Road	Local fashion street with a number of international mid-market brands.	All Saints, Zara, Jigsaw, Massimo Dutti, COS	Boden, Nars, Blue Mint, Deciem	GBP 415,000 p.a.	20-2,000 sqm
Brompton Road	Luxury and designer brands	Harrods, Harvey Nichols, Burberry, Emporio Armani	Apple, Boots	GBP 745,000 p.a.	20-3,000 sqm
Sloane Street	Luxury and designer brands	Louis Vuitton, Prada, Hermes, Ferragamo, Tod's	Escada, Balenciaga	GBP 925,000 p.a.	40-1,500 sqm



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SHOPPING CENTRES

WESTFIELD LONDON

The Westfield London scheme in Shepherd's Bush opened in 2008, providing 140,000 sqm of retail floor space, a cinema complex and food court providing a mixture of mass-market and luxury brands just 20 minutes by underground from the West End. In March 2018, the 67,000 sqm extension opened with new stores for John Lewis, Primark, Urban Revivo, River Island, Adidas and Guess.

WESTFIELD STRATFORD

Westfield Stratford in East London opened in September 2011, coming to the market ahead of the 2012 London Olympics. It provides 175,000 sqm of retail floor space, a cinema complex and food court. It is the gateway to the Olympic Park and provides a range of UK and international retailers and is anchored by a John Lewis.

BRENT CROSS

Brent Cross was the first large enclosed shopping centre to be built in the UK. It first opened in 1976 and has since been extended and refurbished, housing more than 120 stores and cafes. The centre continues to be at the forefront of UK retailing and in high demand. There are now plans for a major regeneration project, which includes a 55,741 sqm extension to the mall.

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FOOD & BEVERAGE

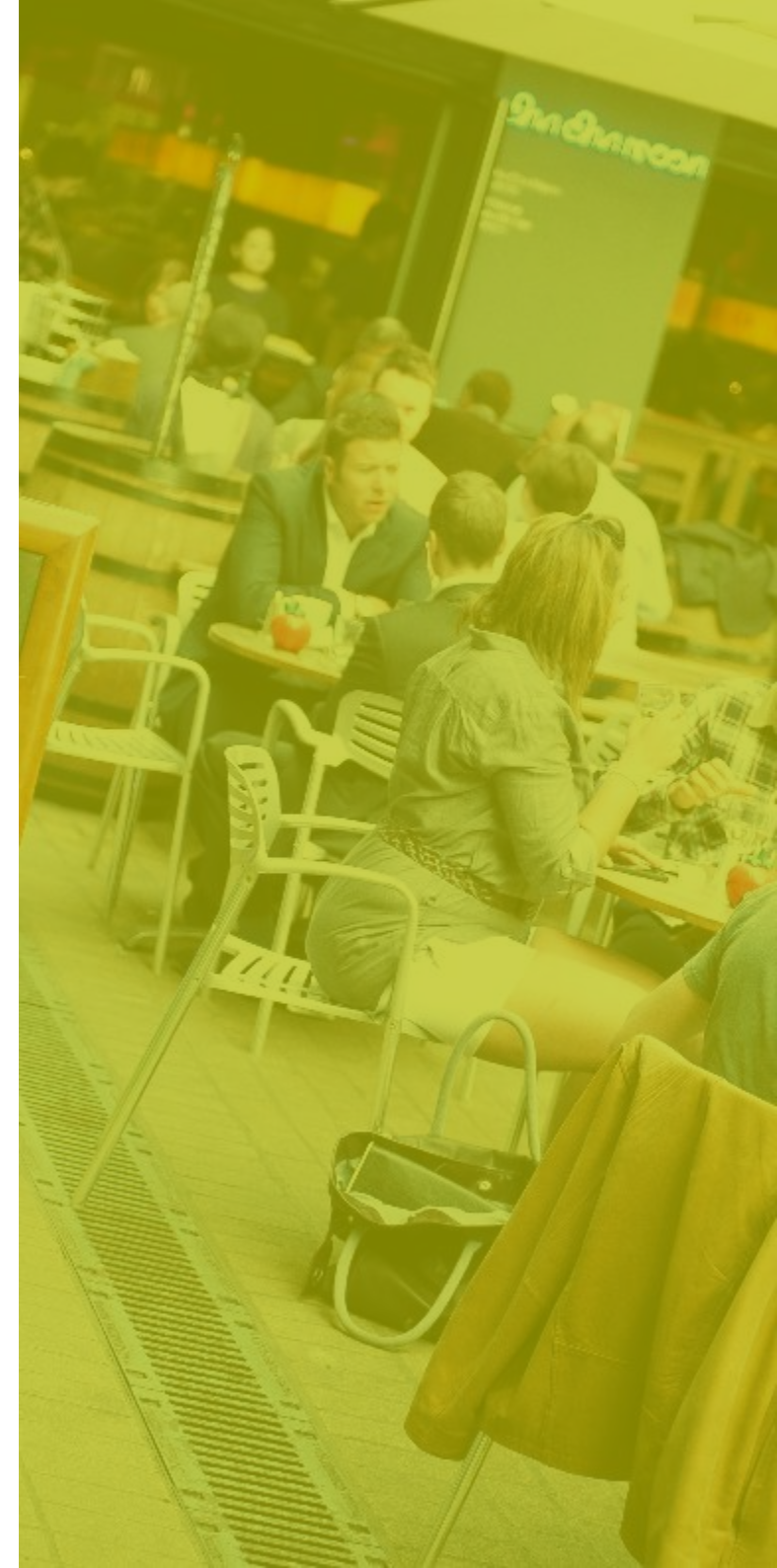
In London, it is possible to experience the full range of global cuisine at all price points. Demand from operators remains extremely strong in London and large premiums are commonplace to secure the best locations.

The fast food/quick service market is maintaining growth with operators including Wasabi, Wok & Go (Pan Asian), Chilango, Tortilla, Poncho No.8 and BarBurrito leading the charge. Chipotle is also establishing itself in the UK market with seven sites secured in London and US burger chain Five Guys now operating nine restaurants in London.

The mid-market/fast casual dining sector continues to enjoy a Mexican revolution, with the presence of operators such as Wahaca, that has fifteen sites across London. The “quality burger” market may have reached a saturation point, with MEATliquor, Tommy’s and Patty & Bun all looking for further sites, as well as the aforementioned US influx of Shake Shack and Five Guys which operate as either quick service or fast casual. However, the fastest growing sector remains the fine casual dining sector.

The fine dining sector covers a large section of the market. Headline chefs continue to put their names to trading restaurants in different areas of the city, such as Keith McNally of Balthazar in Covent Garden, Bilbao Berria with Ash Mair in St James, The Grain Store in Kings Cross by Bruno Loubet, Union Street Cafe in Southwark by Gordon Ramsay and The Standard Grill in Marylebone by New York’s Andre Balazs.

Sticks & Sushi have had success arriving from Denmark, opening their first in Wimbledon before following on with additional sites in Covent Garden, Greenwich and Canary Wharf. This high end sushi concept shows potential for further expansion. Keith McNally also spies further opportunity for his Balthazar Bakery and is looking to expand throughout the City. Drake & Morgan (The Drift, The Anthologist), is continuing to expand successfully, with ambitions to expand to a further ten sites in the next few years. Novus Leisure (Abacus, Tiger Tiger, Babble, Jewel) also have strong expansion plans showing demand is still strong within the late night drinks sector in London.



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FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS	RENT FOR 350 SQM UNIT
Soho	Longstanding entertainment area. Fashionable district of upmarket restaurants and media offices. Includes China Town.	Arbutus, Hix, Yauatchni, Wahaca, Byron, Wagamama, Cote Brasserie, Busaba Eathai, Polpo	GBP150,000-300,000 p.a.
Leicester Square	Pedestrian square between the West End and Covent Garden. A focus of theatres and cinemas.	Burger King, McDonalds, Chiquitos, TGI Fridays	GBP350,000-700,000 p.a.
Covent Garden	Lively retail and leisure district, popular with tourists and locals.	Hawksmoor, J Sheekey, The Ivy, Opera Tavern, Wahaca, Byron, Jamies Italian	GBP175,000-350,000 p.a.
Mayfair	Exclusive retail, hotels, restaurants and clubs. Prime office area.	Hakkasan, le Gavroche, Scotts, The Wolseley, Nobu, Novikov, Cecconis, Goodman	GBP225,000-400,000 p.a.
Spitalfields & Shoreditch	Trendy, urban, gritty, edgy and increasingly affluent.	Galvin La Chappelle, Giraffe, Caluccio's, Canteen, Hawksmoor, Fifteen, Hoxton Apprentice, GBK, Blixon, Pizza East, Dishoom	GBP100,000-250,000 p.a.
Canary Wharf	Financial district, large office population, five-day trade.	Rocket, Roka, Boisdale, Goodman, Camino, Wildwood, Byron, wagamama	GBP125,000-200,000 p.a.
Soho	Longstanding entertainment area. Fashionable district of upmarket restaurants and media offices. Includes China Town.	Arbutus, Hix, Yauatchni, Wahaca, Byron, Wagamama, Cote Brasserie, Busaba Eathai, Polpo	GBP150,000-300,000 p.a.

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RETAIL WAREHOUSING/ BIG-BOX RETAIL

GALLIONS REACH

The largest shopping park inside the M25 is Gallions Reach in Beckton, East London which is currently owned by Aberdeen Standard. This retail park is circa. 320,000sqft and is anchored by Tesco, Next and Sports Direct.

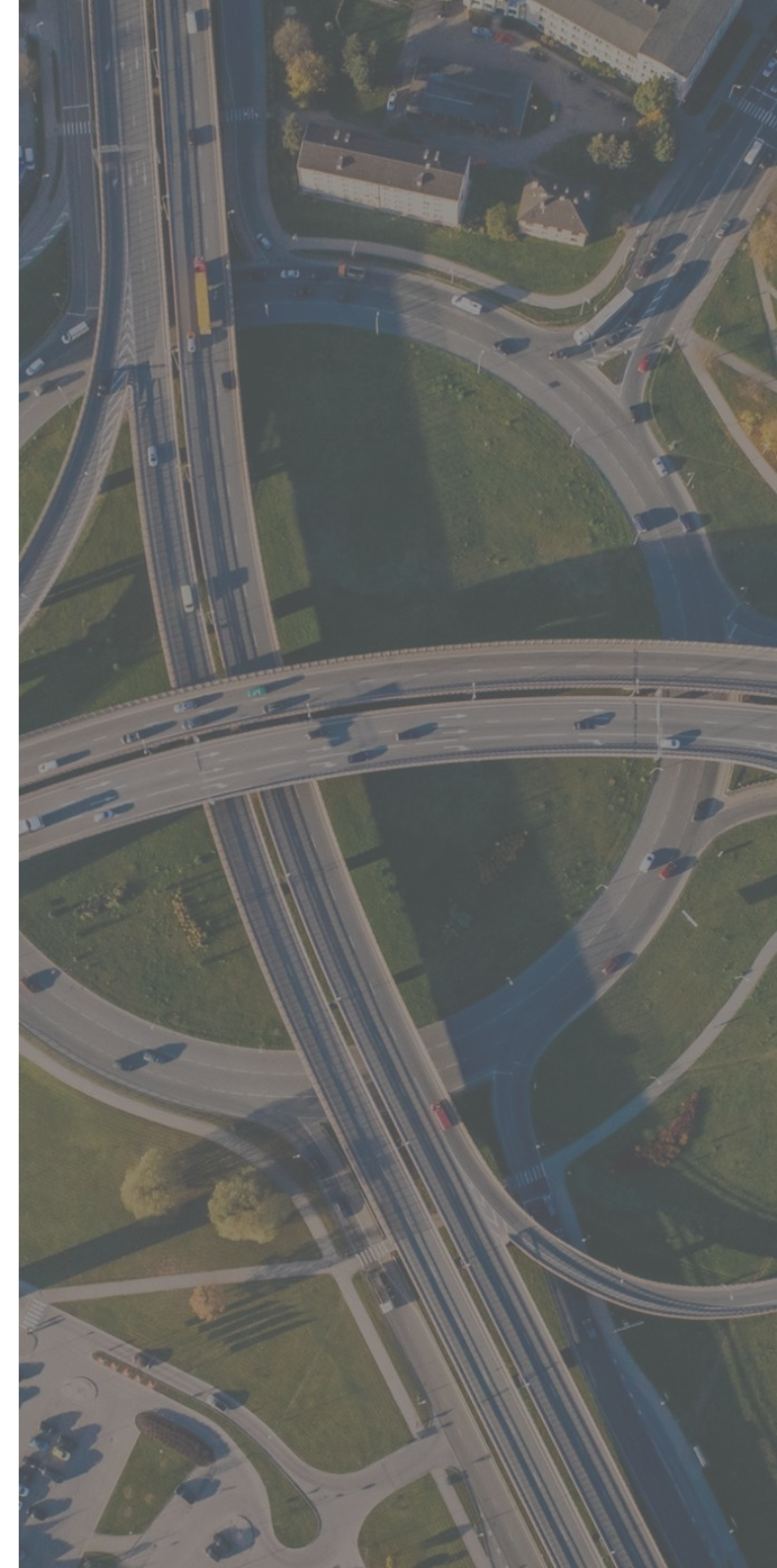
CROYDON PURLEY WAY

The biggest retail warehouse cluster inside the M25 is Croydon Purley Way. This scheme has a wide range of out of town retailers, including Ikea, Costco, Decathlon and Next Home.

BRENT CROSS SOUTH

One of the largest bulky-goods clusters in London is Brent Cross South shopping park and Staples Corner retail park. This cluster of retail has a strong location, situated close to the A5, Edgware Road and the North Circular. The cluster covers circa. 250,000 sq ft of retail warehousing floorspace, whilst nearby is the Brent Cross shopping centre. Key brands at the shopping park are Next, Sofology and TK Maxx.

CENTRE	CONSUMER PROFILE	RETAILERS PRESENT	F&B AND LEISURE TENANTS	TYPICAL RENT FOR UNIT OF 10,000 SQFT	RANGE OF UNIT SIZES, SQFT
Gallions Reach	Mid-market	Boots, Carphone Warehouse, Holland & Barrett, Next, Poundland, Sports Direct, Tesco, TK Maxx	Bella Italia, Costa Coffee, McDonald's, Nando's	£22.50 psf	2,000 – 20,000
Croydon Purley Way	Mid-market	Argos, Bensons for Beds, Costco, Decathlon, Ikea, Mothercare, Next Home, Oak Furniture Land, Sainsbury's, ScS, Sofology	Costa Coffee, McDonald's, Pizza Hut, TGI Fridays	£55.00 psf	2,000 – 240,000
Brent Cross South	Mid-market	DFS, Next, Oak Furniture Land, Sofology, TK Maxx, Sports Direct, Tapi	Costa Coffee	£37.50 psf	2,000 – 20,000



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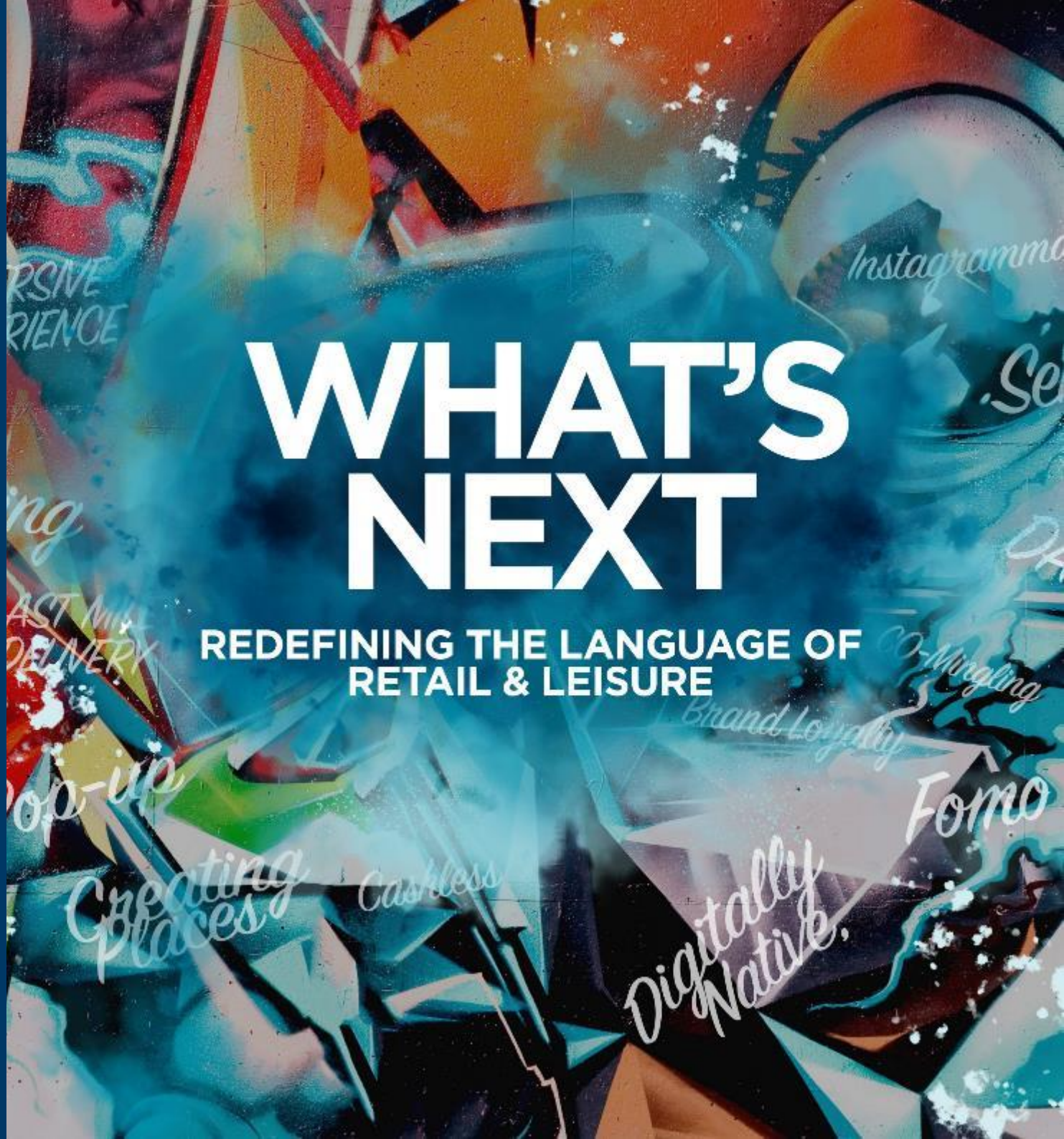
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WHAT'S NEXT

REDEFINING THE LANGUAGE OF
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