

INTRODUCTION

CURATING LUXURY EXPERIENCES, MAXIMIZING IMPACT

Luxury retail is constantly evolving, and so are we.

At Cushman & Wakefield, we are committed to delivering exceptional results, pushing boundaries, and redefining excellence for our clients.

With a dedicated team of experts across Europe, we provide unparalleled market insights, strategic solutions, and bespoke services tailored to the unique needs of luxury brands and landlords.

Our specialists in each country bring deep local expertise and a global perspective, ensuring your success in the world's most prestigious retail destinations. This report showcases our capabilities, key achievements, and the experts ready to support your ambitions. We look forward to shaping the future of luxury retail together.

Cushman & Wakefield | European Luxury Team



Cushman & Wakefield Transactions 2021-2024









SERVICES FOR INVESTORS

Capital Markets

Maximise the returns of a single asset or portfolio, develop plans for the placement of debt and equity, and determine and execute on financing strategies.

Asset Services

Minimise operating costs, improve efficiencies and enhance the retailer and shopper experience through comprehensive property management, engineering and accounting services.

Energy & Sustainability Services

Discover cost-saving opportunities and implement best practices that optimise building operational performance, enhance the shopper experience and mitigate environmental risk

Agency Leasing

Elevate retail destinations through innovative property marketing initiatives and bespoke experiences designed to captivate luxury retailers. Ensure stable occupancy, achieve premium rental rates, and enhance investment value.

Valuation & Advisory

Obtain sophisticated advice on real estate equity and debt decisions with services relating to acquisition, disposal, financing, litigation, and financial reporting.

Location Analytics & Strategy

Quantify market demand for retail space in existing locations or planned projects, determine retail feasibility and develop occupancy strategies to best meet community needs.

Project & Development Services

Plan and manage the design and construction process of new developments and capital expenditures to ensure value and savings without sacrificing quality.

SERVICES FOR OCCUPIERS

Tenant Representation

Combine data variables that align with store success factors with in-market analytics and an expert team to navigate the complexities of retail leasing.

Location Analytics & Strategy

Create innovative and responsive real estate solutions through a data-driven location strategy, whether entering new markets, expanding in current ones, optimising existing footprint, or analysing opportunities.

Transaction Management

Manage the leasing, acquisition and disposal of stores toward the most favourable outcomes, aligned with your long-term business strategy.

Project & Development Services

Seamlessly manage the construction of a new location, renovation, or the implementation of a brand re-design across your portfolio.

Portfolio Administration

Transform data into knowledge that aligns real estate strategy to business initiatives through lease advisory, portfolio analytics and reporting, expense review, audit, and recovery services.

Facilities Management

Apply tried-and-tested processes, building management technology and economies of scale to reduce facility operating costs.

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We are

Belgium

Luxembourg

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

Our team is the leading advisor for luxury retail leasing in Belgium and Luxembourg, securing prime locations such as Boulevard de Waterloo in Brussels or Rue Philippe II in Luxembourg. We provide strategic solutions for both landlords seeking premium tenants and retailers looking to establish or expand their presence in the region's most exclusive shopping destinations.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS

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Jonathan Delguste
Partner
Retail Agency
+32 479 780 830
jonathan.delguste@cushwake.com



Zimmermann

Boulevard de Waterloo 7, Bruxelles

472 sq m



Kujten

Schuttershofstraat 16, Antwerpen

184 sq m



Saint Laurent

boulevard de waterloo 56, bruxelles

526 sq m



Eric Bompard

Schuttershofstraat 46, Antwerpen

189 sq m



Versace

Boulevard de Waterloo 45, Bruxelles

725 sq m



Luisa Spagnoli

Schuttershofstraat 9D, Antwerpen

178 sq m



Louis Vuitton

Kustlaan 114, Knokke

200 sq m



Zadig & Voltaire

Rue Philippe II 14-16, Luxembourg







02 We are Czech Republic

MARKET HIGHLIGHTS



€0.8 B2024 Luxury Retail
Sales in Czech Republic



+7.8%2024 Luxury Retail
Sales Growth in Czech Republic

Discover more insights in the European Luxury Retail Report 2025.

As the top luxury retail leasing team in the Czech Republic, we shape the retail landscape of Pařížská Street, the premier luxury destination in Central Europe. We support landlords in curating a high-profile tenant mix and advise luxury brands on securing flagship stores in Prague's most sought-after locations.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Jan Kotrbáček International Partner Head of Retail Agency CEE +420 602 655 806 jan.kotrbacek@cushwake.com



Marjan Gigov Associate, Lead Luxury Retail Leasing CE Retail Agency +420 724 324 260 marjan.gigov@cushwake.com



Gucci

Pařížská 9, Prague

900 sq m



Voix

Dušní 3, Prague

501 sq m



Tiffany & Co.

Pařížská 10, Prague

300 sq m



Michael Kors

Na Příkopě 13, Prague

276 sq m



Jimmy Choo

Pařížská 21, Prague

259 sq m



cos

Pařížská 23, Prague

571 sq m



Cybex

Široká 15, Prague

385 sq m



BOSS

Na Příkopě 27, Prague









S We are **Denmark**

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

Our team delivers expert retail leasing solutions in Copenhagen, ensuring luxury brands find the best locations in key shopping streets like Strøget and Østergade. We work closely with landlords to optimize their assets and assist retailers in establishing a strong foothold in the Scandinavian luxury market.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Dr Yvonne Court International Partner EMEA Cross Border Retail & Leisure +44 (0)7793 808 028 yvonne.court@cushwake.com



Kristian Vinggaard Partner Retail +45 51 58 09 32 kv@cw-red.dk



Ben Binns Partner Head of Agency, Cross Border Retail & Leisure +44 (0)7500 572769 ben.binns@cushwake.com



Philip Monge Associate Partner Retail +45 52 40 30 60 pm@cw-red.dk

Source: GlobalData Cushman & Wakefield | Red 10



Tiffany & Co.

Amagertorv, Copenhagen

600 sq m



Leica

Ny Østergade, Copenhagen

210 sq m



Hermès

Højbro Plads, Copenhagen

1150 sq m



A.P.C

Kronprinsensgade 8, Copenhagen

200 sq m



Vacheron Constantin

Østergade, Copenhagen

350 sa m



Poléne Paris

Højbro Plads 5-7, Copenhagen

387 sq m



Hartmanns Jewelry

Bredgade, Copenhagen

135 sq m



TUMI

Østergade 26, Copenhagen







We are France

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

From the Avenue des Champs-Élysées to Rue du Faubourg
Saint-Honoré, our Paris-based team specializes in securing flagship
locations in the world's fashion capital. We represent landlords in
attracting top-tier tenants and advise global luxury brands on market
entry, expansion, and strategic retail positioning across France.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Vincent Ascher International Partner Head of Key accounts and Luxury Retail Agency +33 (0) 6 77 95 69 28 vincent.ascher@cushwake.com



Golden Goose

36 rue de Paradis, Marseille

142 sq m



Stone Island

223 Rue Saint-Honoré, Paris

400 sq m



Golden Goose

1 boulevard de la Croisette, Cannes

117 sq m



Van Cleef & Arpels

6 Rue de Sèvres, Paris

276 sq m



Pierre Hardy

217 Rue Saint-Honoré, Paris

83 sq m



Panerai

120 Avenue Des Champs Elysées, Paris

200 sq m



Comme des Garçons

54 Rue du Faubourg Saint-Honoré, Paris







S We are Germany

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

Our luxury specialists execute high-profile retail transactions in Germany, supporting brands seeking flagship locations in Munich, Berlin, Düsseldorf, and beyond. With deep expertise in Europe's top retail destinations, we guide both landlords and retailers in navigating the German market.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Andreas Siebert International Partner Head of Retail Investment Germany +49 173 911 73 29 andreas.siebert@cushwake.com



Amanda Vissia
Associate - International
Tenant Representation
Retail High Street
+39 342 7574458
amanda.vissia@cushwake.com



Dr Yvonne Court International Partner EMEA Cross Border Retail & Leisure +44 (0)7793 808 028 yvonne.court@cushwake.com



Vacheron Constantin

Maximilianstraße 27, Munich







6 We are Greece

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

Our team is at the forefront of luxury retail leasing in Greece, guiding retailers through high-profile openings in Athens and beyond. We work with landlords to enhance retail destinations and help brands navigate the evolving Greek market to secure premium retail spaces.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Dr Yvonne Court International Partner EMEA Cross Border Retail & Leisure +44 (0)7793 808 028 yvonne.court@cushwake.com



Panagiotis Tsaousis Partner, Head of Retail +30 697 3340785 panagiotis.tsaousis@cwproprius.com



Ben Binns Partner Head of Agency, Cross Border Retail & Leisure +44 (0)7500 572769 ben.binns@cushwake.com

Source: GlobalData Cushman & Wakefield | Proprius



Guess

98 Kifissou Ave, Aigaleo

110 sq m



Vorwerk

263a Kifissias Ave, Athens

700 sq m



Pandora

27-29 metaxa str, Athens

324 sq m



Boggi Milano

3 Kanari Str, Athens







We are Hungary

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

As the leading luxury retail leasing team in Hungary, we have helped shape Andrássy út and Fashion Street into Budapest's best luxury & premium shopping destinations. We advise both landlords and high-end brands on securing flagship locations, curating a strong tenant mix, and driving long-term retail success in this dynamic market.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Viktoria Szabo Partner Head of Retail Agency Hungary +36 (30) 244 8237 viktoria.szabo@cushwake.com



Virág Varga Negotiator Retail Agency Hungary +36 (70) 796 8624 virag.varga@cushwake.com



Marjan Gigov Associate, Lead Luxury Retail Leasing CE Retail Agency +420 724 324 260 marjan.gigov@cushwake.com



Calvin Klein

Fashion Street, 19 Deák Ferenc, Budapest

310 sq m



Louis Vuitton

Avenue 24 Andrássy, Budapest

400 sq m



Guess by Marciano

Fashion Street, The Ritz Carlton Hotel, Budapest

110 sq m



Max Mara

Avenue 21 Andrássy, Budapest

400 sq m



Burberry

Avenue 24 Andrássy, Budapest







8 We are Ireland

MARKET HIGHLIGHTS



€0.9 B2024 Luxury Retail
Sales in Ireland



+2.3% 2024 Luxury Retail Sales Growth in Ireland

Discover more insights in the European Luxury Retail Report 2025.

Dublin's Grafton Street and surrounding luxury corridors are our team's key focus, offering prime leasing opportunities for both landlords and retailers. We connect international brands with the best spaces while supporting property owners in creating a thriving luxury retail environment.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Karl Stewart
Director & Head of Retail Ireland
+353 86 839 5936
karl.stewart@cushwake.com



Anna Gilmartin
Divisional Director
Retail Agency
+353 86 3500061
anna.gilmartin@cushwake.com



Canada Goose

64 Grafton Street, Dublin

692 sq m



Frasers

Whitewater Shopping Centre, Newbridge

3,405 sq m



Flannels

Blanchardstown Shopping Centre, Dublin

3,775 sq m



Rains

21 Wicklow Street, Dublin

60 sq m



Frasers

Mahon Shopping Centre, Cork

6,597 sq m



Flannels

113-115 St Patrick Street, Cork

1,858 sq m







9 We are Italy

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

From Milan's Via Montenapoleone to Rome's Via Condotti, our team is the go-to advisor for luxury retail leasing in Italy. We help global brands secure flagship stores in the country's most iconic shopping districts while working with landlords to curate world-class retail destinations.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Thomas Casolo International Partner Head of Retail +39 335 6512556 thomas.casolo@cushwake.com



Amanda Vissia
Associate - International
Tenant Representation
Retail High Street
+39 342 7574458
amanda.vissia@cushwake.com



Elisabetta Franchi

via lagrange 6, Turin

400 sq m



Swarovski

Piazza del Duomo 36, Milan

700 sq m



Eleventy

Via della Spiga 7, Milan

440 sq m



Hugo Boss

Via Roma 108, Turin

450 sq m



Missoni

Via Verri 5, Milan

400 sq m



Woolrich

Via Mazzini 24, Verona

240 sq m



Golden Goose

Via Veri 8, Milan







We are Netherlands

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

With expertise in Amsterdam's P.C. Hooftstraat and other luxury retail hubs, our team delivers tailored leasing solutions for both landlords and luxury retailers. We support brands entering or expanding in the Dutch market while ensuring landlords attract the most prestigious tenants.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Jean-Marie Mulkens Partner Head of Retail Agency +31 (0)6 2111 2946 jeanmarie.mulkens@cushwake.com



Fendi

P.C. Hooftstraat 62-64, Amsterdam

515 sq m



NIO

Meent 80-84, Rotterdam

629 sq m





Giorgio Armani

Dam 16, Amsterdam

472 sq m



Aesop

Runstraat 15A, Amsterdam

110 sq m



Jil Sander

P.C. Hooftstraat 112, Amsterdam

214 sq m



Van Cleef & Arpels

P.C. Hooftstraat 140, Amsterdam

559 sq m





Filippa K

P.C. Hooftstraat 125, Amsterdam





We are **Norway**

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

Our team provides strategic retail leasing services in Norway's prime luxury locations, including Oslo's high-end shopping streets. We assist landlords in enhancing their assets and work with retailers to secure premium locations in this growing market.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Dr Yvonne Court International Partner EMEA Cross Border Retail & Leisure +44 (0)7793 808 028 yvonne.court@cushwake.com



Kari Gro Herrem Senior Advisor Retail (+47) 913 81 950 kgh@cwrealkapital.com



Ben Binns Partner Head of Agency, Cross Border Retail & Leisure +44 (0)7500 572769 ben.binns@cushwake.com



Prada

Nedre Slottsgate 17, Oslo

550 sq m



Subdued

Bogstadveien 3, Oslo

285 sq m



Myrqvist

Valkyriegata 5, Oslo

107 sq m



Blue Tomato

Bergen, Stavanger Trondheim, Oslo

250-400 sq m



Klattermusen

Akersgata 43, Oslo

220 sq m



Odlo

Bogstadveien 4, Oslo

290 sq m



John Henric

Bogstadveien 4, Oslo

100-200 sq m



Oscar Jacobson

Prinsens Gate 22, Oslo







We are Poland

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

We are the leading luxury retail advisors in Poland, working across Warsaw's high streets and premium shopping centers. Our team supports landlords in attracting world-class tenants while helping luxury brands establish a strong presence in Poland's expanding retail market.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Anna Valcea Leasing Manager, Associate +48 601 334 628 anna.valcea@cushwake.com



Michal Masztakowski Head of Retail Agency Poland +48 500 151 189 michal.masztakowski@cushwake.com



Marjan Gigov Associate, Lead Luxury Retail Leasing CE Retail Agency +420 724 324 260 marjan.gigov@cushwake.com



Hermès

Raffles Europejski, Warsaw

260 sq m



Chanel Fragrance & Beauty

Westfield Arkadia, Warsaw

75 sq m



Rolex, W.Kruk

Raffles Europejski, Warsaw

80 sq m



Chanel Fragrance & Beauty

Forum Gdansk, Gdansk

100 sq m



Brunello Cucinelli

Raffles Europejski, Warsaw

190 sq m



Chanel Fragrance & Beauty

Westfield Mokotów, Warsaw







We are Portugal

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

In Lisbon's Avenida da Liberdade and Porto's Avenida dos Aliados, our team offers expert leasing services for landlords and retailers.

We help brands secure flagship spaces while advising landlords on creating high-profile, luxury-focused retail environments.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Maria José Almeida Associate Retail +351 919 721 428 mariajose.almeida@cushwake.com



João Esteves Partner Head of Retail Agency +351 964 973 602 joao.esteves@cushwake.com



Eleventy

Av. Liberdade, Lisboa

300 sq m



Golden Goose

Av. Liberdade, Lisboa

100 sq m



Burberry

Av. dos aliados, porto

390 sq m



Tod's

Av. dos Aliados, Porto

465 sq m



Isabel Marant

Av. Liberdade, Lisboa

196 sq m



Bulgari

Av. Liberdade, Lisboa

425 sq m



Loewe

Av. Liberdade, Lisboa

948 sq m



Cartier

Av. Liberdade, Lisboa







We are Romania

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

Our team supports luxury retail growth in Romania, with a focus on Bucharest's high streets and premium shopping centers. We assist landlords in attracting top-tier brands while guiding luxury retailers in securing prime locations in this evolving and increasingly sophisticated market.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Raluca Zlate Consultant Retail Agency +40 (74) 285 4073 raluca.zlate@cwechinox.com



Dana Radoveneanu Head of Retail +4 0751 229 920 dana.radoveneanu@cwechinox.com



Bogner

JW Marriott, Calea 13 Septembrie 90, Bucharest







We are Spain

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

From Madrid's Serrano to Barcelona's Paseo de Gracia, our team specializes in luxury retail leasing for both landlords and retailers. We secure flagship stores for international brands while assisting property owners in enhancing their assets with the right tenant mix.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Robert Travers International Partner Head of EMEA Retail +34 661 435 583 robert.travers@cushwake.com



Elena Fernández Associate Head of Retail Agency Madrid +34 653 756 146 elena.fernandez@cushwake.com



Domènec Casellas Partner Head of Retail Agency Spain +34 661 767 934 domenec.casellas@cushwake.com



Chopard

Serrano 69, Madrid

119 sq m



Chanel (temporary)

Lagasca 73, Madrid

544 sq m



Herno

Serrano 19, Madrid

328 sq m



Panerai

Passeig de Gràcia 104, Barcelona

70 sq m



Patek Philippe

Passeig de Gràcia 111, Barcelona

457 sq m



Jimmy Choo

Calle Ribera, Puerto Banus

55 sq m



Chanel

Lagasca 88, Madrid

280 sq m



Fursac

Claudio Coello 29, Madrid







We are Switzerland

MARKET HIGHLIGHTS





Discover more insights in the European Luxury Retail Report 2025.

Zurich, Geneva, and Switzerland's other luxury hubs are our key focus, providing expert leasing services for both landlords and luxury brands. We facilitate prime retail placements that strengthen a brand's presence while ensuring landlords secure high-caliber tenants.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Dr Yvonne Court International Partner EMEA Cross Border Retail & Leisure +44 (0)7793 808 028 yvonne.court@cushwake.com



Virginia Panetti Senior Consultant +4179 961 82 63 virginia.panetti@spgpartner.ch



Ben Binns Partner Head of Agency, Cross Border Retail & Leisure +44 (0)7500 572769 ben.binns@cushwake.com



Stefano Urban Head of Retail +41 76 222 52 53 stefano.urban@spgpartner.ch



Balenciaga

Bahnhofstrasse 53, Zurich

890 sq m



Saint Laurent

Bahnhofstrasse 13, Zurich

270 sq m



Chanel

Bahnhofstrasse 52, Zurich

1700 sq m



Emirates

Rue du Rhône 8, Geneve

250 sq m



Tumi

Bahnhofstrasse 31, Zurich

80 sq m



Pal Zileri

Rue du Rhône 8, Geneve

150 sq m



Breitling

Marktpassage 1, Bern

140 sq m



Massimo Dutti

Rue de la Croix d'Or 17, Geneve







We are United Kingdom

MARKET HIGHLIGHTS





+5.9% 2024 Luxury Retail Sales Growth in United Kingdom

Discover more insights in the European Luxury Retail Report 2025.

Our London team is the leading expert in luxury retail leasing, working across Bond Street, Oxford Street, Sloane Street, and Regent Street. We advise landlords on attracting prestigious retailers and support brands in securing flagship locations in one of the world's most competitive retail markets.

KEY LOCAL CUSHMAN & WAKEFIELD CONTACTS



Duncan Gilliard MRICS International Partner Head of Central London EMEA Retail +44 (0) 7881 501 164 duncan.gilliard@cushwake.com



Peter Mace, BSc MRICS International Partner - Central London Retail +44 (0) 7793 808 039 peter.mace@cushwake.com



Natalie Lintott Partner, Central London Retail EMEA Retail +44 (0) 7793 808 875 natalie.lintott@cushwake.com



Abercrombie & Fitch

80 New Bond Street, London

9036 sq ft



Rolex

34-36 Old Bond Street, London

12000 sq ft



Cheaney & Sons

75 New Bond Street, London

983 sq ft



Ferrari

45-50 Old Bond Street, London

9000 sq ft



Dsquared2

67 New Bond Street, London

4300 sq ft



Yoko

6 Sloane Street, London

2818 sq ft



Moncler

43-44 New Bond Street, London

6400 sq ft



Bottega Veneta

14-16 Sloane Street, London

6700 sq ft



EUROPEAN LUXURY RETAIL 2025 REPORT

At the Forefront of Retail Estate Evolution

Europe remains a global leader in luxury retail, offering an unparalleled shopping experience that continues to attract discerning consumers. From the fashion capitals of Milan and Paris to the historic streets of London, Rome, and beyond, the region's luxury retail market is defined by a strong heritage and an evolving approach that maintains ts global appeal.

In this in-depth report, we examine the key trends shaping the European luxury retail real estate market, including he resilience of physical stores, the continued expansion of leading luxury brands, and the growing emphasis on experiential retail.

The Strategic Role of Physical Stores in Luxury Retail

Physical stores remain at the core of luxury retail strategies, serving as immersive spaces that communicate brand exclusivity, craftsmanship, and heritage. Despite a slowing pace of new store openings, demand for prime locations remains strong, with key luxury streets such as Via Montenapoleone in Milan, Avenue des Champs-Élysées in Paris, Bond Street in London, and Passeig de Gràcia in Barcelona continuing to thrive. Luxury retailers are increasingly focused on securing and expanding their presence in these prime retail destinations. However, space constraints in key locations have led to creative strategies. including expanding into neighbouring units, converting upper and lower floors, and acquiring real estate assets to ensure long-term control.

European Luxury Retail Real Estate at the Fore

The European luxury retail market continues to balance tradition with innovation, reinforcing the importance of physical stores as key brand touchpoints. As consumer preferences evolve and brands prioritise experiential offerings, Europe's luxury streets remain at the heart of global retail excellence, setting the standard for the industry worldwide.



KEY MARKET TRENDS AND OUTLOOK

Resilience of Prime Locations

Driven by ongoing retailer demand but in an environment of constrained availability, rental growth on European luxury retail streets has continued to grow, with an increase of 3.6% in 2024. Prime retail rental levels on luxury high streets are now 3% higher than in 2018.

Evolving Consumer Behaviour

While aspirational shoppers face financial pressures, high-wealth consumers continue to drive luxury spending, with an increasing demand for exclusivity and personalised experiences.

Experiential Retail & Brand Engagement

Luxury brands are expanding beyond traditional retail by investing in hospitality, including branded residences, cafés, spas, and private member experiences to deepen customer engagement.

Luxury and Tourism

The return of international tourists—particularly high-spending travellers from the Middle East and the United States—has boosted luxury retail performance across Europe.





EUROPEAN LUXURY RETAIL CAPABILITIES 2025

Vincent Ascher
International Partner
Head of Key Accounts & Luxury
+33 (0) 6 77 95 69 28
vincent.ascher@cushwake.com

Robert Travers
International Partner
Head of EMEA Retail
+34 661 435 583
robert.travers@cushwake.com

Thomas Casolo
International Partner
Head of Retail Italy
+39 335 6512556
thomas.casolo@cushwake.com

Amanda Vissia
Associate
International Luxury Tenant Representation
+39 342 7574458
amanda.vissia@cushwake.com

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2024, the firm reported revenue of \$9.4 billion across its core service lines of Services, Leasing, Capital markets, and Valuation and other. Built around the belief that Better never settles, the firm receives numerous industry and business accolades for its award-winning culture. For additional information, visit www.cushmanwakefield.com.

Better never settles