CUSHMAN & WAKEFIELD

EUROPEAN LUXURY RETAIL CAPABILITIES

2025

#CWLUXURY

Better never settles

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

Total Retail Transactions
Over 8,000

Luxury Retail Transactions
Over 200

Total Luxury Brands
Over 90

Luxury Retail Take-up
70,000 SQ M

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.

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

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

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.

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

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.

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.

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.

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

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.

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.

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

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

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CURATING LUXURY EXPERIENCES, MAXIMIZING IMPACT

Better never settles

01 We are **Belgium Luxembourg**

MARKET HIGHLIGHTS

€1.4 B
2024 Luxury Retail Sales in Belgium Luxembourg

+1.8%
2024 Luxury Retail Sales Growth in Belgium Luxembourg

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Zimmermann

Boulevard de Waterloo 7, Bruxelles

472 sq m

Saint Laurent

boulevard de waterloo 56, bruxelles

526 sq m

Versace

Boulevard de Waterloo 45, Bruxelles

725 sq m

Louis Vuitton

Kustlaan 114, Knokke

200 sq m

Kujten

Schuttershofstraat 16, Antwerpen

184 sq m

Eric Bompard

Schuttershofstraat 46, Antwerpen

189 sq m

Luisa Spagnoli

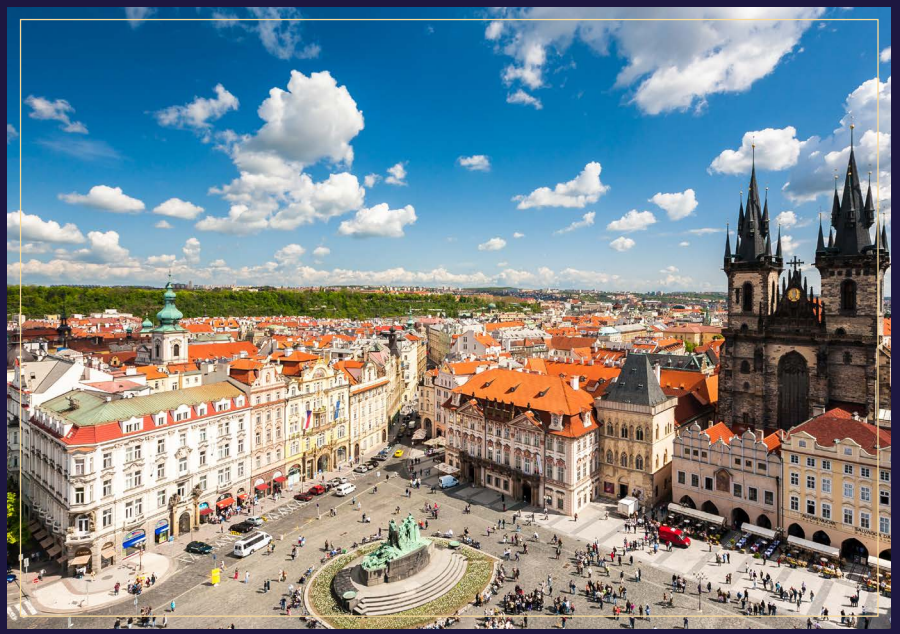
Schuttershofstraat 9D, Antwerpen

178 sq m

Zadig & Voltaire

Rue Philippe II 14-16, Luxembourg

420 sq m



02 We are Czech Republic

MARKET HIGHLIGHTS

€0.8 B
2024 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.

Source: GlobalData

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.

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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

1000 sq m

03 We are **Denmark**

MARKET HIGHLIGHTS

€1.1 B
2024 Luxury Retail Sales in Denmark

+4.5%
2024 Luxury Retail Sales Growth in Denmark

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Tiffany & Co.

Amagertorv,
Copenhagen

600 sq m

Hermès

Højbro Plads,
Copenhagen

1150 sq m

Vacheron Constantin

Østergade,
Copenhagen

350 sq m

Hartmanns Jewelry

Bredgade,
Copenhagen

135 sq m

Leica

Ny Østergade,
Copenhagen

210 sq m

A.P.C.

Kronprinsensgade 8,
Copenhagen

200 sq m

Poléne Paris

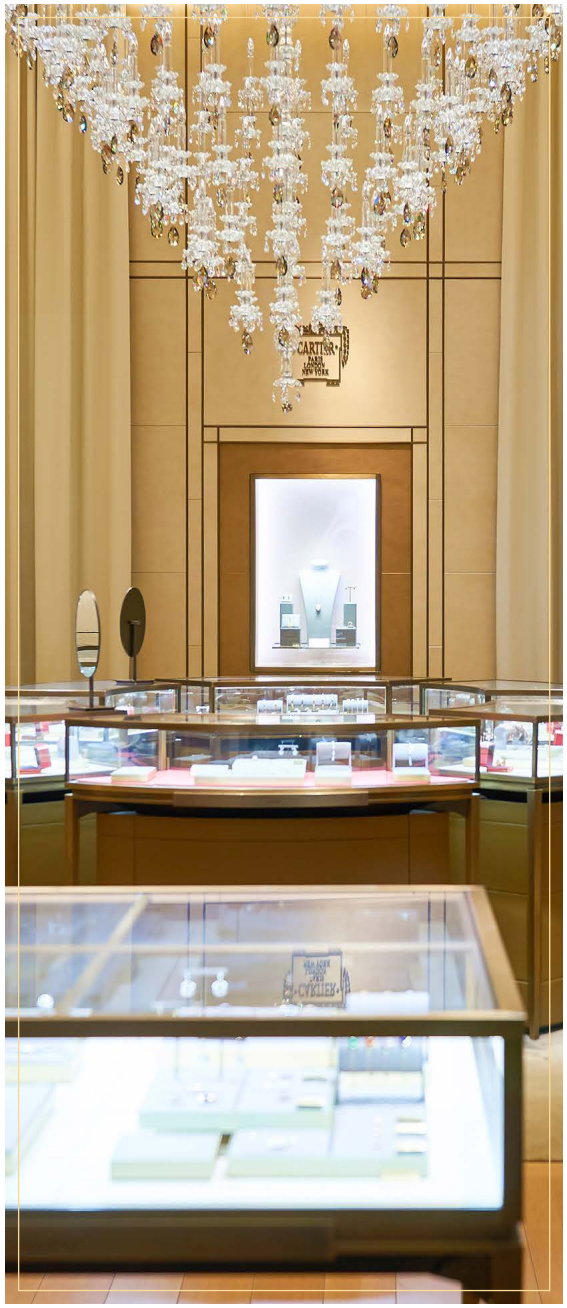
Højbro Plads 5-7,
Copenhagen

387 sq m

TUMI

Østergade 26,
Copenhagen

215 sq m



04 We are **France**

MARKET HIGHLIGHTS

€24.5 B
2024 Luxury Retail Sales in France

+2.9%
2024 Luxury Retail Sales Growth in France

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Golden Goose

36 rue de Paradis,
Marseille

142 sq m

Golden Goose

1 boulevard de la
Croisette, Cannes

117 sq m

Pierre Hardy

217 Rue
Saint-Honoré,
Paris

83 sq m

Comme des Garçons

54 Rue du Faubourg
Saint-Honoré,
Paris

975 sq m

Stone Island

223 Rue
Saint-Honoré,
Paris

400 sq m

Van Cleef & Arpels

6 Rue de Sèvres,
Paris

276 sq m

Panerai

120 Avenue Des
Champs Elysées,
Paris

200 sq m

05 We are **Germany**

MARKET HIGHLIGHTS

€15.2 B
2024 Luxury Retail Sales in Germany

+2.3%
2024 Luxury Retail Sales Growth in Germany

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Vacheron Constantin

Maximilianstraße 27,
Munich

180 sq m

06 We are Greece

MARKET HIGHLIGHTS

€1 B
2024 Luxury Retail Sales in Greece

+4.8%
2024 Luxury Retail Sales Growth in Greece

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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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

520 sq m

07 We are **Hungary**

MARKET HIGHLIGHTS

€0.3 B
2024 Luxury Retail Sales in Hungary

+4.4%
2024 Luxury Retail Sales Growth in Hungary

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Calvin Klein

Fashion Street,
19 Deák Ferenc,
Budapest

310 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

540 sq m

Louis Vuitton

Avenue 24
Andrássy,
Budapest

400 sq m

08 We are Ireland

MARKET HIGHLIGHTS

€0.9 B
2024 Luxury Retail Sales in Ireland

+2.3%
2024 Luxury Retail Sales Growth in Ireland

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Canada Goose

64 Grafton Street, Dublin

692 sq m

Flannels

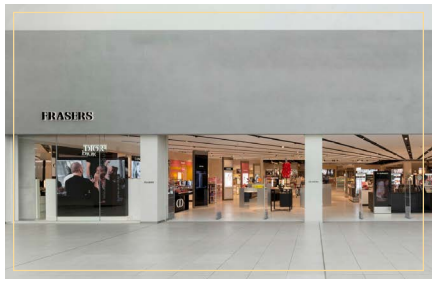
Blanchardstown Shopping Centre, Dublin

3,775 sq m

Frasers

Mahon Shopping Centre, Cork

6,597 sq m



Frasers

Whitewater Shopping Centre, Newbridge

3,405 sq m

Rains

21 Wicklow Street, Dublin

60 sq m

Flannels

113-115 St Patrick Street, Cork

1,858 sq m

09 We are **Italy**

MARKET HIGHLIGHTS

€25.5 B
2024 Luxury Retail Sales in Italy

+3.9%
2024 Luxury Retail Sales Growth in Italy

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Elisabetta Franchi

via lagrange 6,
Turin

400 sq m

Eleventy

Via della Spiga 7,
Milan

440 sq m

Missoni

Via Verri 5,
Milan

400 sq m

Golden Goose

Via Veri 8,
Milan

465 sq m

Swarovski

Piazza del
Duomo 36,
Milan

700 sq m

Hugo Boss

Via Roma 108,
Turin

450 sq m

Woolrich

Via Mazzini 24,
Verona

240 sq m

10 We are Netherlands

MARKET HIGHLIGHTS

€4.5 B
2024 Luxury Retail Sales in Netherlands

+5.4%
2024 Luxury Retail Sales Growth in Netherlands

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Fendi

P.C. Hooftstraat 62-64, Amsterdam

515 sq m

Giorgio Armani

Dam 16, Amsterdam

472 sq m

Jil Sander

P.C. Hooftstraat 112, Amsterdam

214 sq m

Filippa K

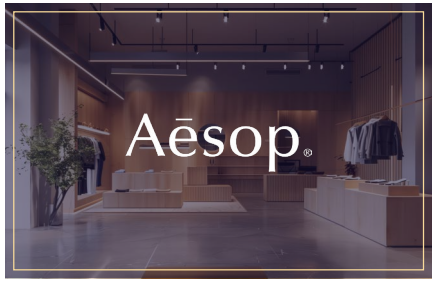
P.C. Hooftstraat 125, Amsterdam

336 sq m

NIO

Meent 80-84, Rotterdam

629 sq m



Aesop

Runstraat 15A, Amsterdam

110 sq m

Van Cleef & Arpels

P.C. Hooftstraat 140, Amsterdam

559 sq m

11 We are **Norway**

MARKET HIGHLIGHTS

€1 B
2024 Luxury Retail Sales in Nordics

+6.5%
2024 Luxury Retail Sales Growth in Nordics

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Prada

Nedre
Slottsgate 17,
Oslo

550 sq m

Myrqvist

Valkyriegata 5,
Oslo

107 sq m

Klattermusen

Akersgata 43,
Oslo

220 sq m

John Henric

Bogstadveien 4,
Oslo

100-200 sq m

Subdued

Bogstadveien 3,
Oslo

285 sq m

Blue Tomato

Bergen, Stavanger
Trondheim, Oslo

250-400 sq m

Odlo

Bogstadveien 4,
Oslo

290 sq m

Oscar Jacobson

Prinsens
Gate 22,
Oslo

140 sq m

12 We are **Poland**

MARKET HIGHLIGHTS

€1.6 B
2024 Luxury Retail Sales in Poland

-5.1%
2024 Luxury Retail Sales Growth in Poland

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Hermès

Raffles Europejski, Warsaw

260 sq m

Rolex, W.Kruk

Raffles Europejski, Warsaw

80 sq m

Brunello Cucinelli

Raffles Europejski, Warsaw

190 sq m

Chanel Fragrance & Beauty

Westfield Arkadia, Warsaw

75 sq m

Chanel Fragrance & Beauty

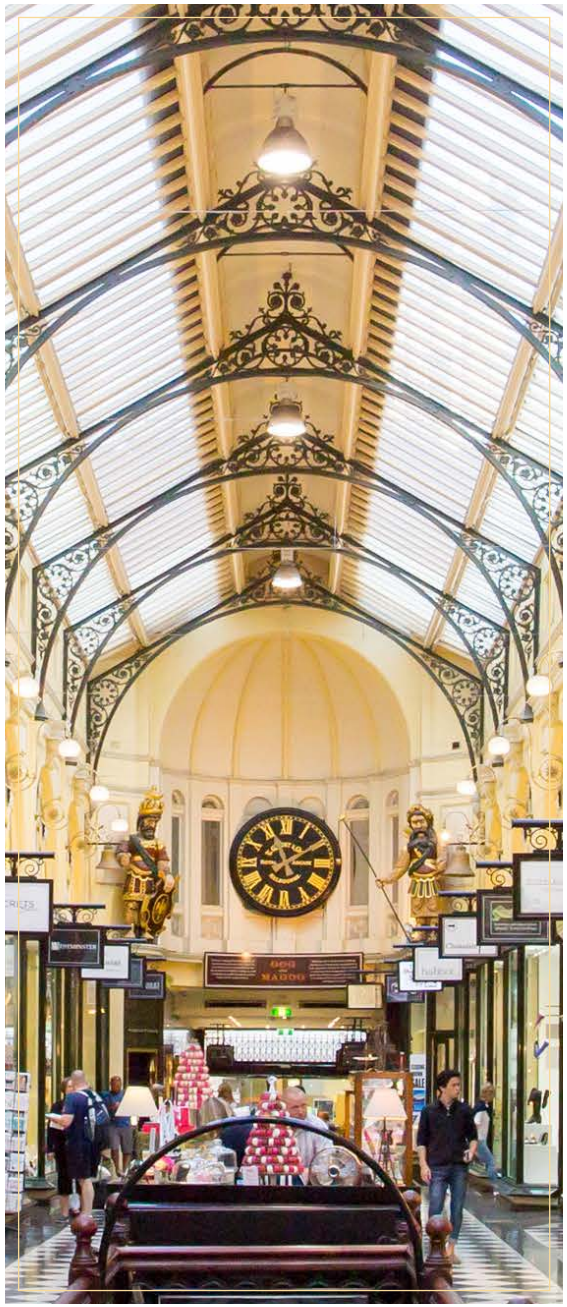
Forum Gdansk, Gdansk

100 sq m

Chanel Fragrance & Beauty

Westfield Mokotów, Warsaw

70 sq m



13 We are **Portugal**

MARKET HIGHLIGHTS

€0.9 B
2024 Luxury Retail Sales in Portugal

+4.9%
2024 Luxury Retail Sales Growth in Portugal

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Eleventy

Av. Liberdade,
Lisboa

300 sq m

Burberry

Av. dos aliados,
porto

390 sq m

Isabel Marant

Av. Liberdade,
Lisboa

196 sq m

Loewe

Av. Liberdade,
Lisboa

948 sq m

Golden Goose

Av. Liberdade,
Lisboa

100 sq m

Tod's

Av. dos Aliados,
Porto

465 sq m

Bulgari

Av. Liberdade,
Lisboa

425 sq m

Cartier

Av. Liberdade,
Lisboa

529 sq m

14 We are **Romania**

MARKET HIGHLIGHTS

€0.8 B
2024 Luxury Retail Sales in Romania

+16.3%
2024 Luxury Retail Sales Growth in Romania

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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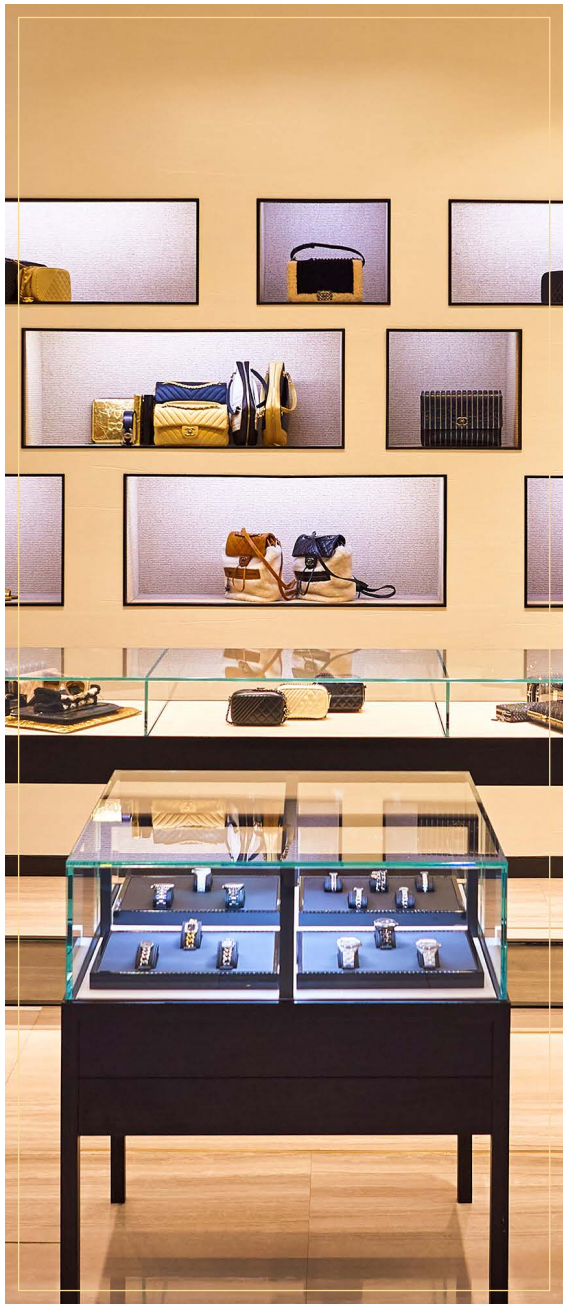
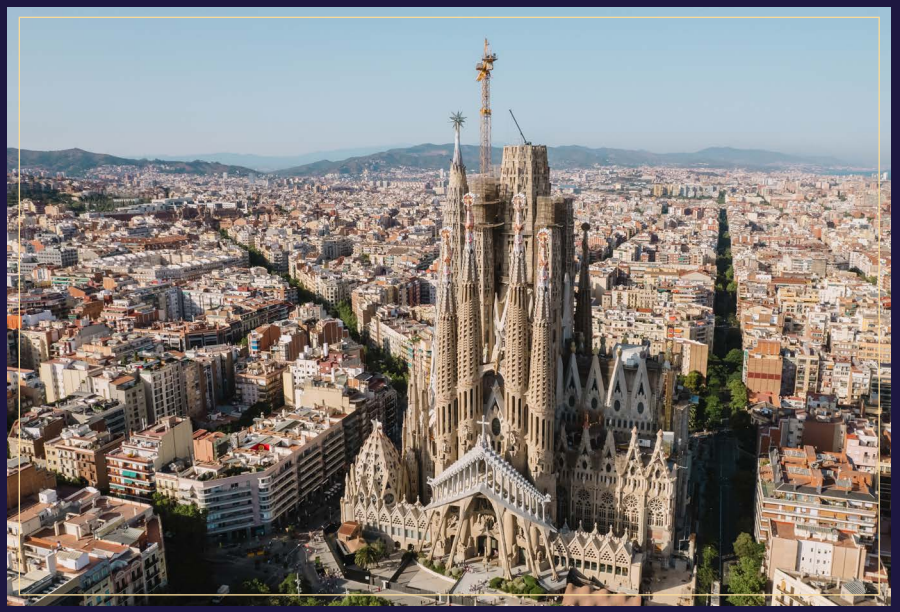


Bogner

JW Marriott, Calea
13 Septembrie 90,
Bucharest

132 sq m



15 We are **Spain**

MARKET HIGHLIGHTS

€7.1 B
2024 Luxury Retail Sales in Spain

+1.0%
2024 Luxury Retail Sales Growth in Spain

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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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

169 sq m

16 We are **Switzerland**

MARKET HIGHLIGHTS

€5.2 B
2024 Luxury Retail Sales in Switzerland

+8.0%
2024 Luxury Retail Sales Growth Switzerland

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Balenciaga

Bahnhofstrasse 53,
Zurich

890 sq m

Chanel

Bahnhofstrasse 52,
Zurich

1700 sq m

Tumi

Bahnhofstrasse 31,
Zurich

80 sq m

Breitling

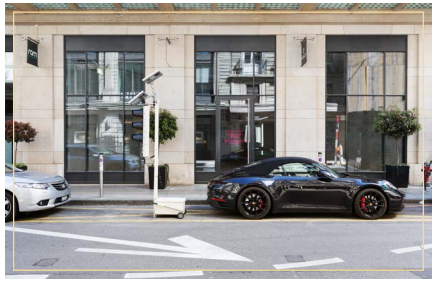
Marktpassage 1,
Bern

140 sq m

Saint Laurent

Bahnhofstrasse 13,
Zurich

270 sq m



Emirates

Rue du Rhône 8,
Geneve

250 sq m

Pal Zileri

Rue du Rhône 8,
Geneve

150 sq m

Massimo Dutti

Rue de la Croix d'Or
17, Geneve

830 sq m

17 We are United Kingdom

MARKET HIGHLIGHTS

€22.6 B
2024 Luxury Retail Sales in United Kingdom

+5.9%
2024 Luxury Retail Sales Growth in United Kingdom

Discover more insights in the European Luxury Retail Report 2025.

Source: GlobalData

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.

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Abercrombie & Fitch

80 New Bond Street, London

9036 sq ft

Cheaney & Sons

75 New Bond Street, London

983 sq ft

Dsquared2

67 New Bond Street, London

4300 sq ft

Moncler

43-44 New Bond Street, London

6400 sq ft

Rolex

34-36 Old Bond Street, London

12000 sq ft

Ferrari

45-50 Old Bond Street, London

9000 sq ft

Yoko

6 Sloane Street, London

2818 sq ft

Bottega Veneta

14-16 Sloane Street, London

6700 sq ft

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 thegrowing 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.

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EUROPEAN LUXURY RETAIL CAPABILITIES 2025

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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.

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