

Press release
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'The 31' in Lille will be mixed!
An innovative real estate project 3.0 that *matches the new ways of living*

- An urban renewal spanning 25,000m² based on functional mix
- 2,400 m² of retail, 1,700m² of food and drink outlets, 5,200m² of leisure activities, 8,000m² of office and coworking space, a four-star hotel of 120 rooms, 600 parking spaces
- A mix of strong, complementary concepts that include leisure activities, streetwear, street food, hotel, offices and coworking: **Citadium, Climb Up, Fitness Park, Grand Scene, Okko, Wojo**
- A connected community of retail stores, partners and consumers
- An iconic facade that transforms rue de Béthune

The real estate investment management company Redevco, a specialist in urban and city-centre renewal projects for the major European Metropolitan areas, along with VINCI Immobilier, a subsidiary of the VINCI group and leading actor in real estate development in France, unveils its new mixed real estate programme, 'The 31', located in rue de Béthune, in the historic centre of Lille. A latest-generation urban renewal that aims on the one hand to offer a mix of commercial use that responds to the new ways of living and working in a society that is undergoing radical change, on the other hand to breathe new life into rue de Béthune and the entire district.

While the work is under way, and now that virtually all the retail stores and partners of the site have been unveiled with a view to **opening the stores and the food and leisure outlets in the spring/summer of 2020 and**

the hotel and offices in the summer of 2020, the future lifeblood of rue de Béthune is taking shape in the centre of the capital of French Flanders.

Covering a surface area of 25,000 m², this mixed project includes 2,400 m² of retail, 1,700 m² of food and drink outlets, 5,200 m² of leisure activities, 8,000 m² of office and coworking space (investor: UNOFI), a 120-room OKKO hotel and 600 parking spaces. By way of reminder, the project was acquired in 2017 by Redevco, which entrusted it for development to its partner VINCI Immobilier.

'In a changing society the new '31' was designed to be a gathering place in the heart of the city thanks to its reinvented commercial offering that aims to revitalise rue de Béthune and surrounding area. The teams of REDEVCO and VINCI Immobilier have put all their energy and expertise into designing this mixed space, which combines shopping, street food, offices, hotel and leisure activities and displays a spirit of community that links retail stores, partners and consumers. Responding to the new ways of living, we are convinced that this new mixed project 3.0 will also respond to the needs of the people of Lille as well as to the ambitions of the City of Lille as a European Metropolis,' says Thierry Cahierre, managing director of Redevco France.

'We are very pleased to be developing this iconic project that illustrates our expertise in mixed city-centre projects. The new '31' will accommodate an innovative and dynamic offering in the heart of the city to respond better to the needs of the people of Lille and to reinforce the attractiveness of rue de Béthune as a whole,' adds Olivier de la Roussière, managing director of VINCI Immobilier.

Strong concepts that are interdependent and complementary: retail fusion

Based on a collective and participative framework, the retail stores and partners together form a mix of strong, innovative concepts, all **interdependent** on and **complementary** to each other. Adopting the retail fusion principle, the development is able to function well mainly thanks to a clear and necessary synergy between the various actors, all of whom drive the commercial activities of the total package of '31'. At a time when the retail sector is clearly looking to reinvent itself, REDEVCO and VINCI Immobilier are instilling a remarkable sense of ambition into this substantial project, displaying immaculate urban styling and meeting with the approval of dynamic retailers and partners.

Consequently, this Lille establishment will soon provide new commercial offerings and activities: **Citadium will have 1,205 m² of space, Climb Up 2,182 m², Fitness Park 1,726 m² and Grand Scene 1,201 m²; Hotel Okko will occupy nearly 3,950 m² and the Wojo offices will be developed across roughly 8,570 m².**

A 'connected community' of retail stores, partners and visitors

Taking account of the boom in e-commerce and the new ways of living, the retail spaces will become destinations in their own right, where consumption is no longer something programmed but an enriched, personalised experience for consumers and visitors. A lot more than simply a retail area, 'The 31' has been conceived on the one hand to act as a gathering place in the heart of the city and on the other hand to create a connected community of retail stores, partners and consumers. The 'new lifestyle centre' – as its new label claims – has been devised as a genuine interactive platform, a place of community and conversation, with a mix of retailers, tertiary activities, hospitality and leisure activities.

Input from retailers and partners, details of the various concepts

Citadium

Founded in 2000, Citadium is the urban fashion retail store of the Printemps group. The top store for 15 to 25-year-olds, it showcases the best in fashion, in sneakers, in accessories and in gadgets with more than 250 iconic and emerging brands, the majority of them exclusive. More than a store, it is a unique concept, a genuine place of interaction and discovery that thrums to the rhythm of artistic and musical happenings.

'It is only natural that Lille, the regional capital for students and tourists, should have a place in the Citadium development strategy. We are delighted to be part of the 31 project and to join this new ecosystem devised for millennials, who seem to like us a lot! We are going to do everything possible to appeal to the youth of Lille and to bring them the brands and experiences they like so much.' says **Sophie Bocquet, managing director of Citadium.**

Climb Up

'The Climb Up group, market leader in indoor climbing in France, which has been present in the Lille conurbation since September thanks to the purchase of three halls in Villeneuve d'Ascq, Lesquin and Wambrechies, is proud to announce its arrival in the historic centre of Lille incorporating the ambitious real estate and commercial project The 31. In keeping with this mixed project, our climbing wall and climbing activities concept is consistent with current trends. It responds to the needs of a demanding clientele in search of new experiences. Our strength is in the diversity of disciplines on offer (rope walls, bloc, fun climbing, climbing school, etc.) organised around a number of leisure spaces designed as permanent places of interaction and relaxation, open to everyone and to all levels', states **François Petit, managing director and founder of Climb Up, and world climbing champion on several occasions.**

Fitness Park

In 2009, Fitness Park popularised fitness among the French by providing a new type of sports hall that is accessible to a greater number of people. Ten years later, Fitness Park has become the fitness brand of choice in France* thanks to its concept of reasonably-priced clubs that provide high-end equipment and a unique experience to its members in more than 200 clubs.

*source: Étude de notoriété Qualimétrie® 2018

'Fitness Park is opening a branch in the very centre of Lille and we made the strategic choice of this prestigious site for our first venture in the Lille metropolis. We are pleased to offer our concept of high-end fitness clubs at accessible prices to the people of Lille', comments **Georgia Cadudal, managing director of Fitness Park.**

Grand Scène

'Grand Scène is the new "place to be" for eating out in Lille, open all week, from morning till night. What's on the programme? Ten restaurants offering street food and local specialities at affordable prices, two bars, a coffee shop and a stage. You can go there for a coffee, a lunch with colleagues, a cookery workshop with your kids, a dinner with friends, a photo exhibition, a brunch with the family, ... The 31 project attracted us by its ambition and its contemporary DNA. More than just a commercial space, it is a new lifestyle that allows Grand Scène to express its creativity to the full,' says **Marianne Barbier, managing director of co-founder of Grand Scene.**

Okko

'Okko Hotels is the new 4 city hotel concept created by Olivier Devys. The hotels have a contemporary design, are located in city centres and have been created to suit both business and leisure travellers. An all-inclusive offering, unprecedented in Europe, which gives travellers freedom and autonomy in its welcoming spaces, and*

outstanding hospitality. 'The 31 is the location we have long dreamed of for Okko Hotels in Lille. Le Club on the first floor, overlooking the street, will be the perfect cocoon in the heart of the city that should be able to attract Okko Hotels customers who have come to explore the capital of the Hauts de France as well as Lille residents in search of a place to meet,' asserts **Olivier Devys, managing director and founder of Okko.**

Wojo

'We are delighted to be able to participate in this project run by VINCI Immobilier for UNOFI. Our ambition is to give the people of Lille, as well as travellers from all over France and nearby European countries, an optimal working environment. Thanks to the talents of Bonker's, we will provide a unique, creative work space that we will enrich with services conceived for enjoyment, performance and the connection of talents, in line with our wish to be the leading player in 'workspitality,' says **Stéphane Bensimon, CEO of Wojo.**

A superb architectural jewel that transforms rue de Béthune, and an iconic building for the City

Designed by architects Saison Menu & Associé, the new facade of 'The 31' is a powerful architectural element that gives a new image to the site as well as to the rue de Béthune. Technical and aesthetic prowess unprecedented on this scale, the facade endowed with a double pleated glass skin stands out with its elaborate design, providing the businesses with a broad view of the street. Thanks to the precise way it has been assembled, to the large size of the crystal glass panels and to the fineness of the metallic structure, the facade comes to life with an absolute transparency, changing throughout the day as a function of the light. It genuinely transforms rue de Béthune by giving it greater width and clarity, as well as giving greater visibility to all the occupants of the site. So the iconic facade of 'The 31' puts the City of Lille on the contemporary architecture map, while enhancing the commercial attractiveness of the city centre. In that regard, this unique 15.90-metre-high facade will take part in the Lille Design 2020 competition.

Job interviews in partnership with the City of Lille

As the commercial premises are due for completion in the spring of 2020, the City of Lille, the Job Centre and the various operators in The 31 anticipate organising dedicated job interviews which will be held in Lille as from May 2020.

Click on the following link to download visual material: <https://photos.app.goo.gl/M17WkC7uFpzUU7QK9>

ABOUT REDEVCO

Redevco, affiliated to COFRA Holding AG, is a real estate investment management company. We aim to create more interesting places in which to live, work and shop in Europe's most attractive urban retail destinations. Our specialist investment strategies, local real estate knowledge and the scale of our Pan-European platform enable us to create value for both our retail customers and investor clients. Our highly experienced professionals purchase, develop, let and manage real estate, ensuring that the portfolios optimally reflect the needs of our clients. We believe in long-term investments where quality and sustainability are key. We manage close to 300 assets with a total portfolio value of about EUR 7.5 billion.

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About VINCI Immobilier

VINCI Immobilier, a subsidiary of the VINCI group, is one of the leading actors in real estate development in France. With branches all over the country, VINCI Immobilier is involved in the two big market sectors: residential property (homes and managed accommodation) and commercial property (offices, hotels, businesses), thus serving investors, institutions and private individuals. VINCI Immobilier also provides its clients with its expertise in advisory services and building management via services department. Thanks to its vast array of products and its expertise in the realisation of large complex projects, VINCI Immobilier assists local authorities in the pursuit of their improvement schemes and thereby participates in the development of urban zones. Through its subsidiaries OVELIA, STUDENT FACTORY and BIKUBE, VINCI Immobilier runs and manages old people's homes and student accommodation as well as coliving.

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