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HOLLISTER and JD SPORTS join the Promenade Sainte-Catherine project in Bordeaux

Pan-European real estate investment company Redevco just signed two new leases with brands **HOLLISTER** and **JD SPORTS**, which will open new outlets in the future retail estate complex in the Bordeaux's historic city centre, Promenade Sainte-Catherine.

Another two strong retail concepts are thus added to Promenade Sainte-Catherine's already rich retail offer alongside Lego Concept Store, Monop', C&A, Swarovski, La Fabrique de Lunettes and Matsuri.

An iconic brand for teenagers and young adults, American brand **HOLLISTER** (Abercrombie and Fitch), with stores open across the world and in France since 2010, offers "casual wear" ranges inspired from South California and the popular "surfer" style. The concept will be developed over nearly 1,000 sq.m, with an event-based approach similar to its other stores' in France.

JD SPORTS, "The King of Trainers", the British leader in street wear since 1981 and synonymous with urban fashion in Europe, will complete the existing offer in a concept store of over 650 sq.m. JD is full of the latest and most exclusive trainers from the best of the best brands including Nike, Adidas, Lacoste, New Balance and many more.

By joining Promenade Sainte-Catherine, both brands are contributing actively to a decidedly innovative, fun retail offer, much like their new home, the 28,000-sq.m mixed-use urban regeneration operation which will develop its outlets around a largely planted square (together with its fountain), designed by Valode & Pistre.

With these two latest signings of very trendy brands, Promenade Sainte-Catherine can boast a remarkable commercialization rate of 50% of the total surface area, two years before a opening public slated for 2015.

*« The entire Redevco team is very excited and proud to welcome two international ready-to-wear brands as sought-after and prestigious as Hollister and JD Sports. There is no doubt that both new partners will confirm and enhance our site's powerful identity and are guaranteed to participate in Promenade Sainte-Catherine's commercial success,» adds **Thierry Cahierre, Managing Director at Redevco France.***

For these deals, REDEVCO was advised by RCG (The Retail Consulting Group), JD SPORTS by CUSHMAN & WAKEFIELD and HOLLISTER by JONES LANG LASALLE.

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About Redevco

Redevco is an independent, pan-European real estate investment management company specialised in retail property. The more than 500 assets under management are spread across the strongest retail concentrations in the UK, France, Belgium, the Netherlands, Germany, Spain, Portugal, Switzerland and Austria. At present Redevco offers real estate solutions for more than 1,000 retailers.

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