

PRESS RELEASE

Redevco launches redevelopment of landmark “H” building in Paris’ premier retail district

- Comprehensive renovation to transform a historic Haussmann address into a sustainable and future-ready retail destination.
- Delivery of four premium retail units with exceptional visibility, while preserving the building’s architectural heritage.
- First retail spaces scheduled for completion in Q4 2026, reinforcing Boulevard Haussmann as a leading commercial hub.

Paris, 25 November 2025 – Redevco, one of Europe’s largest private real estate investment managers and a committed urban player in the transformation of city centres, has launched renovation work on the retail section of the mixed-use building “H,” located at 45–49 Boulevard Haussmann (Paris 9). Situated opposite the famous department stores and owned by the group for over 30 years, this asset is undergoing a project that combines environmental and social responsibility with the preservation of historic features, while adapting to new consumer habits and retailer expectations.

Located in the heart of one of the capital’s most vibrant shopping districts, where tourists and Parisians converge (with 56 million annual pedestrian flows), the “H” project aims to fully integrate the property into the current urban fabric and make it a catalyst for commercial life. It will offer four retail units across four levels, designed for attractive brands, with exceptional visibility on Boulevard Haussmann and Rue Auber. These spaces will feature ground-level entrances and display windows, opening onto areas of 2,580 m², 1,530 m², and 1,250 m², as well as an outstanding 2,000 m² space on the second floor with an entrance on Rue des Mathurins.

The project also includes the renovation and enhancement of the building’s exterior, notably the restoration of the listed Moorish-inspired façade on Rue des Mathurins. Built in the early 20th century, the property comprises 6,000 m² of office space with a courtyard that will be landscaped, along with six underground parking levels.

Through this urban transformation, Redevco conveys a strong vision: to make this address a new destination on Boulevard Haussmann, a vibrant and sustainable space. “H” will host activities complementary to those of the neighborhood, featuring brands whose promise and reputation will contribute significantly to its appeal and visibility. The first retail spaces are scheduled for delivery in the last quarter of 2026.

“The renovation of 45 Haussmann is perfectly aligned with Redevco’s ambition to transform each asset into an iconic location, designed and executed to measure, and fully integrated into its urban environment. By reimagining this retail space to meet the current needs of brands and visitors, Redevco reaffirms its commitment to contributing to a more sustainable, desirable, and lively city,” comments Cécile Pouzadoux, Head of Asset Management, Redevco France.

For this project, Redevco has partnered with the architecture firm ADERI Architectes. Leasing has been entrusted to Cushman & Wakefield (Christian Dubois) and BNP Paribas Real Estate (Nathalie Razafine).

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About Redevco

Redevco is one of Europe's leading privately-owned real estate managers, overseeing a portfolio valued at c. €10.5 billion as of September, 2025. The company is committed to building value for investors and enriching communities through transformative real estate. It offers specialist investment strategies focused on repurposing best-in-class high street retail into mixed-use assets, investing in retail parks & logistics and growing our presence in the residential & living space. In addition, Redevco Capital Partners focuses on special situations opportunities and our real estate debt arm provides transitional lending solutions. Expert real estate teams in seven locations across Europe ensure that the portfolios Redevco manages optimally reflect the needs of our clients. For more information visit www.redevco.com.

More information

Priscilla Tomaso

Head of Marketing and Communications Redevco

Priscilla.tomasoa@redevco.com

M. +31 6 53 264486