



Polygone Riviera will be the first "open" shopping center in Europe.

POLYGONE RIVIERA 73% LEASED ONE YEAR AHEAD OF OPENING

Unibail-Rodamco and Socri announce strong leasing progress for Polygone Riviera. The 70,000-sq-m center will be the first lifestyle mall in France. IMAGES: ALTERACIONES



The development in Cagnes-sur-Mer, France, has already broken the 73% leased mark, demonstrating its attractiveness and the desire of retailers to secure space at the French Riviera's new retail and leisure destination. Polygone Riviera is on schedule to open in October 2015.

Exclusive international brands already signed at Polygone Riviera include &Other Stories and Cos – H&M Fashion Group's premium brands – each opening their first units in a French shopping center. The stores will be 900 sq m and 550 sq m, respectively. The developer has also announced numerous other major retailers, such as Zara, Pull&Bear, Bershka, Forever21, Superdry, and Nike. The scheme has also attracted premium and aspirational brands such as Berenice, Eleven Paris, and Zadig & Voltaire. Polygone-Riviera will be anchored by the French department store Printemps.

FOUR DISTRICTS

Divided into four districts (Home & Garden, Lifestyle, Premium, and The Designer Gallery), each with a unique architectural style and mix of brands, Polygone Riviera will offer shoppers a brand new experience. All four districts display a selection of exciting brands never before seen in the area and numerous food stops such as Le Pain Quotidien.

The project integrates Unibail-Rodamco's latest concept "The Designer Gallery" in the vicinity of the Printemps store, providing a dedicated area for contemporary, exclusive, and inspirational retailers with a specific range of services and events. All retailers will be carefully selected, with a special focus on their concepts and store designs, in order to create a unique and lively experience for visitors.

DINING EXPERIENCE

Leisure space will also form an integral part of the new development, which will house the successful Dining Experience concept, with a large selection of restaurants and cafés located in front of a next-generation 10-screen cinema. This leisure offer, open 7 days a week, lively from morning until late at night, will be unique within a radius of 150 km.

Fountains and greenery, the latter designed by Jean Mus, will line many of the open-air shopping paths, with a total of 1,000 trees being planted throughout the scheme, providing shade and fresh air.

All along the site, a unique and surprising art journey will be developed in collaboration with an internationally renowned art curator. Around the “Guetteur”, the iconic, 22-meter-high sculptured building created by the artist Sasha Sosno, visitors will have the opportunity to contemplate various stunning contemporary art features and dynamic and interactive artworks and to engage with a truly spectacular artistic experience.

Polygone Riviera is on schedule to open in October 2015.

FIRST LIFESTYLE MALL IN FRANCE

Eric Houvriez, Director of Development/European Projects, Unibail-Rodamco: “The great leasing progress at this stage of the development proves the strong interest of retailers for setting up in differentiating locations designed around the visitor’s experience at every stage of the project. This experience, guiding architecture, design, art, mix of brands, events, and services will be in the heart of the first lifestyle mall in France in the country’s best location – the French Riviera.”

Pierre-Antoine Desplan, Director of Operations, Socri: “Polygone Riviera is a game-changing project for the French Riviera. We are creating a true lifestyle destination that reflects the region’s best qualities and way of life.” The construction of Polygone Riviera is on schedule with the structural works almost completed and the roof tiling underway. The construction of the forecourt is due to start in January 2015, and early tenants like le Printemps have already started fitting out.

ABOUT UNIBAIL-RODAMCO

Created in 1968, Unibail-Rodamco SE is Europe’s leading listed commercial property company, with a presence in 12 EU countries and a portfolio of assets valued at €33.6 billion on June 30th, 2014. As an integrated investor, developer, and operator, the Group aims to cover the whole of the real estate value creation chain. With the support of its 1,500 professionals, Unibail-Rodamco applies those skills to highly specialized market segments such as the large shopping centers of major European capital cities, and large offices and convention & exhibition centers in the Paris region. The Group distinguishes itself through its focus on the highest architectural, city planning, and environmental standards.

