

# MAPIC Italy reflects retail renaissance

The third edition of MAPIC Italy saw the event move to a new, larger venue in Milan as 2,000 national and international players gathered to learn and network, says **Mark Faithfull**

The third edition of MAPIC Italy relocated to a new, larger venue — MiCo Milano Congressi — running alongside MAPIC Food & Beverage and once again MAPIC Italy proved to be a winning formula. The ex-

panded exhibition area housed 50 stands and more than 480 national and international retailers, representing a multitude of brands. Alongside the exhibition a full conference programme ran at MAPIC Italy, including The Next Miles Of The Italian Re-



Opportunity Italy: The country is enjoying an influx of new retail formats

## MILAN: TALKING RETAIL

**Herve Montaner, expansion director, Sephora:**

"LVMH has been in Italy for 20 years, with 130 stores, half in cities, half in malls. In each city, we have local competitors, so we need to believe the market is large enough, with big enough stores. We require a minimum of 300 sq m and want to play with this scale. This is important for brand awareness. We have plans for about 160 stores in Italy. The only rule is to be where the customers are. It can be hard and expensive to find 300 sq m in historical centres. For

malls, the site has to be in a modern centre. The quality of the mall and the location inside are much more important than the financials."

**Alain Houli, Italy manager, Habitat:**

"Italy is very attractive and our new CityLife store is a re-entry into the market. We will focus on shopping centres and smaller shops within cities. We have just arrived, so we are developing to create what we want to achieve. Habitat requires a minimum 700-800 sq m, which is already a downsized

format [previously 2,000 sq m]. E-commerce is very important for us, accounting for 10% of sales. Where we have e-commerce, we record double-digit sales growth in our stores. They support each other."

**Francesco Zhou, general manager, Mi Store Italia:**

"We are young and want to offer innovative products. We have over 1,000 stores worldwide. We are one of the few cases of an online company that has been successful offline. Our strategy is to open in malls, because

the model is working in other countries. In Italy, we are aiming for 30 to 40 stores, with the first 10 in the best malls, if possible. We are looking at 200-300 sq m for stores."

**Roberto Bonati, Bonati & Partners/Tally Weijl:**

"Milan and Rome can make it seem like retail only happens in these two cities. Rents are skyrocketing. Provincial towns, if you're careful, can be strong, but you have to be an expert on location, developments and malls. That way you can balance with Milan and Rome as showcases."

tail Real Estate session, hosted by the Italian National Council of Shopping Centres (CNCC). This provided delegates with a snapshot of the Italian market and delegates learned that according to JLL figures, some €780m has been invested in the country's shopping-centre sector since the beginning of the year — more than twice as much as in the same period of 2017.

Italy currently has a development pipeline of 43 projects, 16 of which will be completed by the end of 2021.

Massimo Moretti, president of the CNCC, said: "Today, Italy's shopping-centre sector is a mature product, requiring different responses from the past. The numbers speak of a solid market that is not afraid of the threat of online and is increasingly oriented towards multi-channel." He added that Italian shopping centres are increasingly becoming entertainment destinations and social centres.

**Massimo Moretti, CNCC:**

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A packed conference schedule outlined the upward dynamics of the Italian retail sector.

**CONFERENCES & EVENTS AT MAPIC**

DESTINATION: ITALY  
Thursday 15 November - 17.30-19.00  
Conference Room 2 - Palais -1

**KEY FIGURES**

The third edition of MAPIC Italy:

2,000 participants from 50 countries and 480+ retailers



Top retailers outlined their plans for Italy.



The deal-making event to explore retail real estate opportunities and develop your activity in Italy

The 2019 edition of MAPIC Italy will be held on 8-9 May in Milan in collocation with MAPIC Food & Beverage.