

Hamburg, 9 November 2017

Union Investment invests in development of Alexa shopping centre in Berlin

New cluster concept creates themed worlds / Classic 1920s design highlighted for 10th anniversary

With over 16 million visitors a year and some 60,000 sq m of floorspace, the Alexa shopping centre on Alexanderplatz in Berlin is one of Germany's most successful and best-known malls. Owner Union Investment is marking Alexa's 10th anniversary by creating clusters on three levels of the four-storey building, bringing together young fashion, higher-end fashion and sports concepts. The new layout is aimed at boosting the profile of the individual segments. Union Investment is also extending the highly popular food court at Alexa by some 950 sq m. Alongside a very diverse range of cafés and restaurants, this will also create an additional 250 seats for food customers. By autumn 2018, Union Investment will have invested some EUR 16 million in improvements to the shopping centre.

One of the new clusters will be created on Alexa's ground floor. The focus here will be on young fashion, uniting brands such as H&M, Vero Moda/Jack & Jones, Tally Weijl, Hunkemöller, Onygo and Vans. In addition to the new cluster, the ground floor recently became home to another major attraction for visitors: the new and first ever Millennial Store to be opened by Holymesh, a label that exclusively markets collections by social influencers. Holymesh was the winner of the First Store by Alexa competition in its inaugural year and began trading in the centre at the beginning of November.

On the first floor of the mall, a themed world focused on higher-end fashion will be created, comprising brands such as Marc O'Polo, Wellensteyn, Tommy Hilfiger and Levi's. Moving up through the building, Union Investment plans to establish a sports cluster on the second floor. The anchor tenant of the cluster will be Intersport. As part of the remodelling work, Intersport has significantly increased its retail space at Alexa to approximately 1,300 sq m and deployed various digital technologies to implement a future store concept. The sports cluster will be complemented by outdoor brand Blue Tomato as well as other brands already established in Alexa, such as Runners Point, The North Face, Schöffel-Lowa, Billabong and Quicksilver.

“In creating themed clusters with a tighter focus, we are responding to the latest trends in the shopping centre market. The extension of the food court, meanwhile, will see Alexa well prepared for developments in the surrounding area,” said Ralf Schafuss, head of Retail Asset Management Germany at Union Investment Real Estate GmbH. “The high level of construction activity around Alexanderplatz is set to boost footfall over the coming years.” Numerous hotels, residential blocks, student apartments and offices are currently under development in the immediate vicinity of Alexa. At the same time, the Hamburg-based real estate investment manager is strengthening a significant and unique feature of the Alexa shopping centre: its sophisticated architecture, which harks back to Berlin’s global appeal in the 1920s. In future, this style will be further accentuated through fit-out of the shopping centre, the lighting concept and the signage of the individual brands.

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