



UNIBAIL-RODAMCO-WESTFIELD

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Press release

RETAIL

Cosmetic brand Sephora to open flagship store at Centro Oberhausen



Touch, try out, explore: The new Sephora flagship store at Centro attracts visitors with interactive shopping experiences (copyright: Sephora)

Unibail-Rodamco-Westfield Germany presents a new highlight within the lifestyle range of Germany's biggest shopping destination: On 21 March 2019, the French beauty label Sephora opens the doors of its brandnew flagship store at Centro Oberhausen for the first time. On 350 square metres visitors find cosmetic products from the company's trendy own brand as well as lotions, fragrances and makeup from international top brands. Furthermore, an interactive store concept with exclusive services promises exciting shopping experiences.

"With flagship destinations like Centro we set industry standards when it comes to connecting shopping and experiences", says Paul-Eric Perchaud, Director of Operations at Unibail-Rodamco-Westfield Germany. "For this purpose, a unique and differentiating retail mix is fundamental. Hence, it is of greatest importance for us that the strongest brands can present themselves in the best possible way in our centers. We are thus very happy to welcome a successful brand like Sephora with a concept that will delight our visitors at Centro".

Beauty haven at Centro: the Sephora boutique of the future

On the approximately 350 square metres sales area, the beauty label applies an innovative experience-oriented store concept that has already been proven in other European countries such as France, Denmark and Spain. Customers can extensively touch, try out and explore the products. Free makeup workshops and care tips from experienced cosmetic pros are also part of the offer and complete the interactive shopping experience. The assortment reaches from trendy beauty products out of the own Sephora Collection through to lotions, fragrances, makeup, and care products of exclusive international brands like Charlotte Tilbury, Too Faced, Tarte Cosmetics, Glamglow, Kaviar Gauche, and Hermès. The new Sephora boutique is the brand's first independent store in Nordrhein-Westfalen and the third store location in Germany at all.

Götz Haßmann, Director of Leasing at Unibail-Rodamco-Westfield Germany, is also glad about the accession: "With the new Sephora flagship store we have gained an attractive brand that brings tomorrow's shopping experiences to the current day. With that, we further sharpened the profile of Centro as a unique shopping destination. We will continue to keep this as our focus in terms of leasing".

Flagship shopping destination in the Ruhr area: Centro in Oberhausen

With a total area of 242,000 square metres, Centro is the largest shopping and leisure centre in Germany. Around 250 shops, 20 gastronomy concepts on the promenade, a multifunctional hall with 12,500 seats, the Legoland® Discovery Centre and a cinema are located on the area. Centro itself attracts more than 16 million visitors per year. Moreover, the direct environment in the district Neue Mitte offers a theatre, a trampoline park, an aquarium, an adventure waterpark, and the well-known exhibition centre Gasometer.

Through direct motorway connections as well as tram and bus stops directly at its doorstep, Centro is optimally integrated into the regional and transregional infrastructure. Until summer 2019, Unibail-Rodamco-Westfield is modernising the gastronomy area in Centro for more than 10 million euros. In addition, a new concept for Centro leisure park will be presented in 2019.

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About Unibail-Rodamco-Westfield

Unibail-Rodamco-Westfield is the premier global developer and operator of flagship shopping destinations, with a portfolio valued at €65.2 Bn as at December 31, 2018, of which 87% in retail, 6% in offices, 5% in convention & exhibition venues and 2% in services. Currently, the Group owns and operates 93 shopping centres, including 56 flagships in the most dynamic cities in Europe and the United States. Its centres welcome 1.2 billion visits per year. Present on 2 continents and in 13 countries, Unibail-Rodamco-Westfield provides a unique platform for retailers and brand events, and offers an exceptional and constantly renewed experience for customers.

With the support of its 3,700 professionals and an unparalleled track-record and know-how, Unibail-Rodamco-Westfield is ideally positioned to generate superior value and develop world-class projects. The Group has the largest development pipeline in the industry of €11.9 Bn in total. Unibail-Rodamco-Westfield distinguishes itself by its Better Places 2030 agenda, that sets its ambition to create better places that respect the highest environmental standards and contribute to better cities.

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