

## Unibail-Rodamco presents Parly 2 shopping centre renewal, with the inauguration of a new 3,500 m<sup>2</sup> shopping space, the final stage of its metamorphosis

Paris, November 29, 2017 – The inauguration of the “Pont Neuf”, a new 3,500 m<sup>2</sup> shopping area, tailored to accommodate 16 new trend-setting stores, is the final stage in the renewal of Parly 2. It completes the major refurbishment and extension project launched by Unibail-Rodamco in 2010 for a total investment of €200 million.

The opening of the new Parly 2 marks the end of the series of inaugurations by Unibail-Rodamco this autumn, comprising the creation of a new shopping centre and four extensions, as well as the new Paris Convention Centre.

Parly 2, the main shopping and leisure destination in the western suburbs of Paris, has undergone a metamorphosis. It now offers its visitors and retail outlets a bigger and more spectacular centre while retaining its typically 1960s design signature.

“Created in 1969, the avant-garde Parly 2 has kept its edge by applying the latest standards in terms of design, retail offer and comfort: the centre’s surrounds and access points have been thoroughly overhauled, and a sixties chic signature design has been rolled out throughout the centre. The Pont Neuf, a new 3,500 m<sup>2</sup> shopping mall, links two of the site’s key areas and accommodates 16 trend-setting stores,” says Anne Sophie Sancerre, Managing Director, Shopping Centres France at Unibail-Rodamco.

During the autumn of 2017, Unibail-Rodamco carried out a series of six inaugurations as part of the Group’s strategy, which focuses on high-quality assets, the best locations in Europe and a retail offer that combines the most popular stores and services most suited to its customers’ expectations.

The inauguration calendar:

October 10: **Centrum Chodov**, Prague, Czech Republic (extension)

October 17: **Wroclavia**, Wroclaw, Poland (new centre)

October 25: **Carré Sénart**, greater Paris area, France (extension)

November 9: **Glòries**, Barcelona, Spain (extension and restructuring)

November 22: **Hall 7**, Paris Convention Centre, Paris, France

November 29: **Parly 2**, greater Paris area, France (extension)

Following the opening of the new Wroclavia centre in Poland, Unibail-Rodamco’s commercial property portfolio consists of 69 shopping centres in Europe.



**The “Pont Neuf”, an outstanding new showcase at the heart of Parly 2**

The final stage of the Parly 2 refurbishment and extension project, representing an investment of €100 million, includes a new extension, known as the “Pont Neuf”, which links two of the site’s key zones, the Place de la Madeleine and Place du Luxembourg. The new 3,500 m<sup>2</sup> GLA shopping promenade blends perfectly into this celebrated site and facilitates the customer journey through the shopping centre. The external façades of Parly 2 have been refurbished, in harmony with a very special environment.

“With the completion of this extension-refurbishment, we hope to be able to strengthen the bond with our customers by offering them a new, sublimated shopping adventure,” points out Jonathan Toulemonde, Director of the Parly 2 centre.

The Parly 2 transformation in figures
€200 million investment
3,500 m <sup>2</sup> of shopping mall created to provide a setting for 16 iconic new stores
BHV, a long-established department store that is reinventing itself
1 latest-generation extended Monoprix in a refurbished gourmet food hall
4,320 renovated parking spaces equipped with a dynamic parking guidance system
12,000 m <sup>2</sup> of façades refurbished

The centre’s design has been entirely overhauled to return it to its former elegance and modernity while maintaining the spirit of sixties chic. The outstanding work of Saguez & Partners has created a magnificent showcase for the “Pont Neuf” shopping area at the heart of the centre. Using graphics design and superior materials, the firm has more than met the challenge of blending the mall perfectly into Parly 2’s existing architecture.

**A new retail offer, enhanced by the addition of 16 new stores and two reinvented major stores**

The revival of Parly 2 is part of an overall approach that aims both to stimulate the emergence of new concepts and support the renewal of the long-standing stores such as BHV, Monoprix, Décathlon, Le Printemps, Simply Market and C&A that made it successful.

Sixteen new stores – fashion, beauty, home, leisure, etc. – have taken their place at the heart of this outstanding new showcase, including Uniqlo, Armani Exchange, New Balance, Bensimon, Marlette, Rituals and Aesop. The food hall has also expanded its offer with, for example, the reopening of La Fruiterie and the Ferme d’Hubert.

BHV is reinventing itself completely to become LE BHV/PARLY 2, a multi-specialist lifestyle department store offering the best of its Maison et Mode selection. This new-generation space aims to give its customers a unique shopping experience in 9,000 m<sup>2</sup> GLA and become the second showcase for the BHV in France.



## **A propos d'Unibail-Rodamco**

Créé en 1968, Unibail-Rodamco est le premier groupe coté de l'immobilier commercial en Europe, présent dans 11 pays de l'Union européenne et doté d'un portefeuille d'actifs d'une valeur de 42,5 milliards d'euros au 30 juin 2017. À la fois gestionnaire, investisseur et promoteur, le Groupe couvre toute la chaîne de valeur de l'immobilier. Grâce à ses 2 008 employés, Unibail-Rodamco applique ses savoir-faire à des segments de marchés spécifiques comme les grands centres commerciaux des villes majeures d'Europe, ou comme les grands bureaux ou centres de congrès-expositions dans la région parisienne.

Le Groupe se distingue par sa volonté d'obtenir les meilleures certifications environnementales, architecturales et urbanistiques. Sa vision durable et à long-terme se concentre sur les développements ou redéveloppements de lieux de vie attractifs et accueillants pour y faire du shopping, y travailler et s'y relaxer. L'engagement d'Unibail-Rodamco en matière de développement durable, économique et social a été reconnu avec son inclusion dans les indices DJSI (World et Europe), FTSE4Good et STOXX Global ESG Leaders.

Le Groupe est membre des indices CAC 40 à Paris, AEX 25 à Amsterdam et EuroSTOXX 50. Il bénéficie d'une notation A par Standard & Poor's et Fitch Ratings. □ Pour plus d'informations, consultez [www.unibail-rodamco.com](http://www.unibail-rodamco.com)

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