

An aerial photograph of Rio de Janeiro, Brazil, featuring the Christ the Redeemer statue in the foreground on the right. The city's dense urban landscape, including numerous high-rise buildings and a winding road, is visible below. A large, semi-transparent graphic element, resembling a stylized 'C' or a map outline, is overlaid on the left side of the image.

RIO DE JANEIRO

Cushman & Wakefield

Global Cities Retail Guide

Located in the southeast where Brazil's wealth is concentrated, the state of Rio de Janeiro contains the second largest number of shopping centers in the country, though the market is significantly smaller than Sao Paulo.

More than six million people live in the city of Rio de Janeiro, the capital of the state with its famous beaches, festivals, and dramatic landscape. An additional three million tourists visit the city annually. Rio has 39 shopping centers in operation totaling 1.2 million sqm of GLA.

Many of the same major luxury brands that operate in Sao Paulo, retailers like Louis Vuitton, Cartier, and Zegna, operate in Rio, but the market does not have the same depth, breadth, or diversity of international brands.

Despite having the second largest GDP of Brazil, 20% of Rio de Janeiro's citizens live in neighborhoods known as slums (favelas). The biggest in Brazil is Rocinha, with 69,000 people.

Downtown is the historic core of the city, as well as its financial center.

The south zone, mostly concentrated in the wealthy neighborhoods of Ipanema, Leblon, and Copacabana, features the most important food and beverage concentration in the city.

The west zone is constantly experiencing new constructions and developments, attracting some of the richer sectors of the population as well as luxury companies. New flats and shopping centers give an exclusive feel to the area. It includes Barra da Tijuca, Recreio dos Bandeirantes, Jacarepagua, Vargem Grande, and Vargem Pequena.



RIO DE JANEIRO OVERVIEW

RIO DE JANEIRO

KEY RETAIL AREAS

IPANEMA DISTRICT

The most important upscale retail streets featuring most luxury brands are Garcia D'Avilla (luxury and restaurants) and Visconde de Parajã in the Ipanema District. These areas are comparable to the major street consumer centers throughout the world where vacancy is extremely low and asking rents are growing.

The area is frequented mainly by pedestrians because of the great beach, recommended restaurants and bars. The district has a great atmosphere for shopping outdoors, among high-end and middle class fashion shops. It is the most popular shopping area among tourists and residents alike. The major luxury brands that operate in Sao Paulo can also be found in Rio de Janeiro, but the selection is less diverse. They include brands such as Louis Vuitton, Cartier, Armani, Zegna, H. Stern and others.



RIO DE JANEIRO

MARKET OVERVIEW

KEY AREAS / STREETS/SHOPPING CENTERS	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	TYPICAL RENT BR\$/SQM/MONTH	RANGE OF UNIT SIZES
Shopping Leblon	Upper class with substantial purchasing power	Accessorize, Burberry, Calvin Klein, Coach, Diesel, Ermenegildo Zegna, Lacoste, L'Occitane, Pylones, Rimowa, Swarovski, and The North Face, Coach	201.00	Average considering anchor and satellite store
Barra Shopping	Upper class with substantial purchasing power	Billabong, Calvin Klein, GAP, Lacoste, Levi's, Nike, Oakley, Pandora, Quiksilver, Sunglass Hut, Zara, Forever 21, Intimissimi, Sephora, Yves Rocher	214.00	Average considering anchor and satellite store
Village Mall	Mid-upper class with substantial purchasing power	Asics, Burberry, Caudalie, Cartier, Hugo Boss, Intimissimi, Kate Spade, Kiehls, Michael Kors, Omega, Apple, Sephora	90.00	Average considering anchor and satellite store
Visconde de Pirajá	Mid-upper class	Starbucks, Lacoste, MacStore, FORUM, Mixed, FARM, H.Stern, Blue Man	200.00	Average of 190 sq.m, varying from 30 to 360 sqm.
Garcia D'ávila	Mid-upper class	Nike, H. Stern, Louis Vuitton, Ellus, Schutz, Alliance Française, Nespresso, Hermès Paris, Adidas, Salinas	250.00	Average of 190 sq.m, varying from 30 to 360 sqm.



RIO DE JANEIRO

SHOPPING CENTRES

SAO CONRADO FASHION MALL

Open since 1982, this shopping center is located in the prestigious São Conrado area of Rio de Janeiro, and caters to consumers with substantial purchasing power. The center is home to luxury tenants and international brands. These include Calvin Klein, Crocs, Fred Perry, L'Occitane, Rolex, Sunglass Hut, and 7 for all Mankind.

SHOPPING LEBLON

New to the market in 2006, Shopping Center Leblon is located in one of the most expensive regions in Rio de Janeiro, Leblon, which is home to exclusive residential developments and high end corporate offices. Tenants include Accessorize, Burberry, Calvin Klein, Coach, Diesel, Ermenegildo Zegna, Lacoste, L'Occitane, Pylones, Rimowa, Swarovski, and The North Face.

SHOPPING RIO SUL

Shopping Rio Sul is located in a prestigious area of Rio de Janeiro near Lagoa and caters to shoppers with substantial purchasing power. The center, which opened in 1980, offers shoppers international brands and luxury retailers including: Adidas, Calvin Klein, Lacoste, Levi's, MAC, Nike, Pandora, Tommy Hilfiger, and Zara. This busy center is located in a prestigious region in Rio de Janeiro (near Lagoa and Botafogo) and it attracts people from most of the South Zone.

BARRA SHOPPING

BarraShopping is the name of Brazil's largest multi-purpose complex, which includes the New York City Center, a mall with 50 stores; the Medical Center BarraShopping, with 31 doctors' offices; the Business Center BarraShopping, a group of 11 office buildings interconnected by a catwalk; and VillageMall, a shopping center with unique international stores. Located in the Barra da Tijuca area of Rio de Janeiro, this shopping complex has 661 stores and 26 million visitors in 2014.

VILLAGE MALL

Focused on fashion, culture, services, and dining, the VillageMall has stores selling international and Brazilian luxury brands that make their debut in the luxury market. For leisure, it has a 1,060 seat theater for large spectacles, four VIP movie theaters, a 1,560 sq.m space for events, and a food court with a terrace facing Tijuca Lake. Inauguration happened on December 4th, 2012, and in 2014 the sales reached BRL 481.9 million

DEVELOPMENT TO WATCH OUT FOR

Shopping Dutra

Total Size (Sq.m)	50,000
- Retail GLA	50,000
- Leisure/Entertainment GLA	50,000
Planned Opening Date	2018
Consumer Profile	Mass-market to upper- range Local residents

ABOUT THE DEVELOPMENT

Built close to Rodovia Presidente Dutra, Shopping Dutra is a 46,000 sqm Shopping scheduled for opening in April. The project will also have 6 Office Towers, cinema, supermarket and a open space gastronomic area.



RIO DE JANEIRO NEW DEVELOPMENT WATCH

RIO DE JANEIRO

FOOD & BEVERAGE

In Rio, known as marvellous city, is famous for its breathtaking landscape, its laidback beach culture, its annual carnival, and also for its gastronomy.

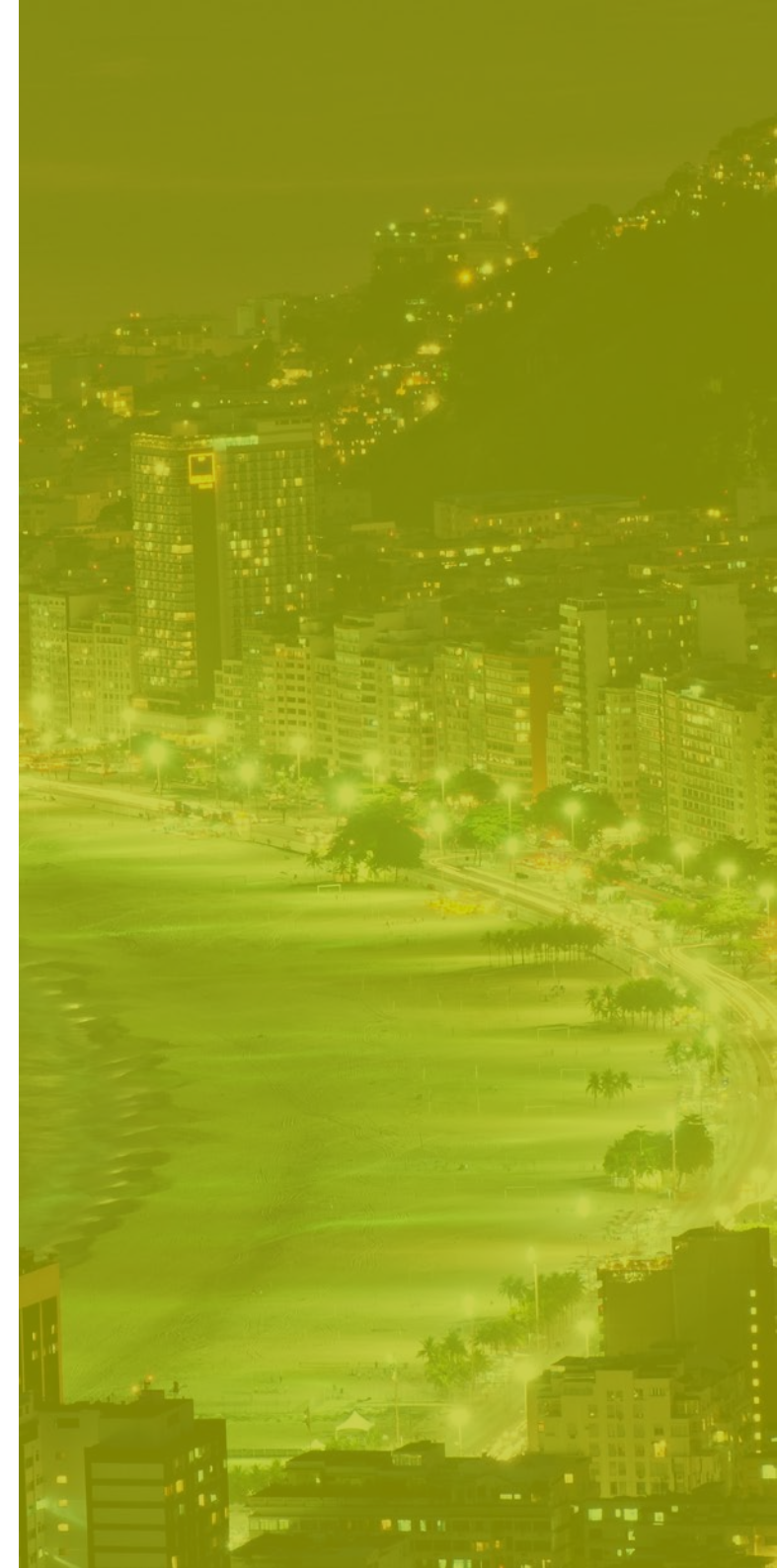
In the city, visitors and residents alike can find something to fit any craving, from “feijoada” (brazil’s most famous dish) and “churrascarias rodízio” (all-you-can-eat service) such as marius, to upscale restaurants such as Zuca and Oro.

The south zone, mostly concentrated in the neighborhoods of Ipanema, Leblon, and Copacabana, features the most important food and beverage concentration in the city. Bars and fancy restaurants are located at Dias Ferreira street.

The most important restaurants are located inside of the main shopping centers mentioned on the “key retail areas/streets” section of this guide.

The best upscale hotels of the city also offer the greatest bars and restaurants, which are open to the general public. These include Copacabana Palace and Fasano.

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATOR INCLUDING
South Zone (Leblon, Ipanema and Copacabana neighborhoods)	Ultra high-end fashion district attracts locals and tourist alike. Numerous upscale eateries	Antiquarius, Marius, Zuka, Sushi Leblon, Capricciosa Pizzeria, Oro, Ten Kai, Satyricon, Gero, Olympe, 66 Bistrô, CT Brasserie e CT Boucherie.



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