

LYON

Cushman & Wakefield

Global Cities Retail Guide

With a population of 2.3 million, the Lyon metropolitan area ranks second in France after Paris and is the capital of the Auvergne/Rhône-Alpes region, the wealthiest in France after Ile-de-France. Lyon has a strong local economy, with an unemployment rate lower than the national average and a generally high purchasing power. At the crossroads of many regional culinary traditions, Lyon is also considered as the French culinary capital, contributing to its international reputation as a city where life is very enjoyable.

Lyon's prominent retail zone is located on the Peninsula ("Presqu'île") with Rue de la République being the key destination for international mass-market retailers and Rue du Président Edouard Herriot and Rue Emile Zola hosting mid-range to luxury retailers at the heart of Lyon "Carré d'or". One of the most significant developments in the heart of Lyon is the renovation of the Grand Hôtel Dieu, one of the most emblematic and historic monuments of the city. It hosts about 18,000 sqm of retail space including Citadium, Fragonard, K-Way, a large hotel (Intercontinental), and the International City of Gastronomy. The opening of this scheme confirms the attractiveness of the Peninsula at the confluence of various retail areas (République, Victor Hugo, Jean Jaurès, Grolée-Carnot). Apart from the Peninsula, there are several other major retail hubs such as La Part-Dieu, one of the biggest urban and most profitable shopping centres in France, which will be redeveloped and extended in 2020.

The retail landscape on the outskirts of Lyon accommodates several highly accessible major retail hubs, with a few dominant peripheral zones and shopping centres including Porte des Alpes in Saint-Priest, Ecully Grand Ouest, Carrefour Vénissieux and Carré de Soie in Vaulx en Velin/Villeurbanne.



LYON OVERVIEW

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KEY RETAIL STREETS & AREAS

RUE DE LA REPUBLIQUE

Formerly known as “Rue Impériale”, Rue de la République is Lyon’s premier retail thoroughfare. Linking Place Bellecour to Lyon City Hall, Rue de la République is home to numerous internationally recognized mass-market retailers in a wide range of retail sectors. The section between Place Bellecour and Place des Cordeliers is a pedestrian zone accommodating numerous anchor stores (Printemps department store, H&M, FNAC, etc.) and is also the section commanding the highest rental values. The section between Place des Cordeliers and Lyon City Hall is half-pedestrianised and less busy, with more services and food retailers accounting for a significant share.

Close to this street, the Grolée-Carnot area has a new look since 2018, with a flagship Uniqlo. Hema, Sephora and Hard Rock Café are also here, as are Décathlon, La Redoute and Sostrene Grene.

RUE VICTOR HUGO

A pedestrianised street linking Place Carnot to Place Bellecour, Rue Victor Hugo is hub for mass-market retailers. Similarly to Rue de la République, Rue Victor Hugo provides consumers and young adults in particular with a wide range of choice with operators including fast-food, mobile phone, cosmetic products and fashion retailers.

RUE DU PRESIDENT EDOUARD HERRIOT

Parallel to Rue de la République, Rue du Président Edouard Herriot hosts 170 retail premises between Place Bellecour to Place des Terreaux. Mainly targeting upper class consumers, the section linking Place Bellecour to Place des Jacobins is home to middle-range to luxury retailers in the fashion, jewellery and luggage sectors including Hermès, Escada, Max Mara, Rolex and Louis Vuitton. The section between rue Ferrandière and Place des Terreaux is more varied.

RUE DE BREST

Linking Place des Jacobins to Place Saint-Nizier, and parallel to Rue du Président Edouard Herriot, Rue de Brest is home to fashion retailers, with women’s clothing brands particularly well represented (e.g. Sinequanone, La Fée Maraboutée, etc.). A few upper-range retailers have also set up shops on Rue de Brest (e.g. Comptoir des Cotonniers, Polo Ralph Lauren, IKKS Women, etc.).

RUE EMILE ZOLA/RUE GASPARIN/ RUE DES ARCHERS

Located between Place Bellecour and Place des Jacobins, Rue Emile Zola, Rue Gasparin and Rue des Archers are part of Lyon “Carré d’Or”, along with Rue du Président Edouard Herriot. Mainly targeting middle to upper-class consumers, these streets are home to several up-market trendy French fashion retailers including Maje, Sandro or Zadig & Voltaire.



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MARKET OVERVIEW

KEY AREAS / STREETS/ SHOPPING CENTRES	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT INC. KEY MONEY (€/SQM/YEAR)	RANGE OF UNIT SIZES (SQM)
Rue de la République	Mass market, local residents	Camaïeu, Camper, Celio, Desigual, Esprit, Etam, FNAC, Foot Locker, Habitat, Hema, H&M, Kiko, Levi Strauss, Lush, Mango, Maxi Bazar, Monoprix, Nature et Découvertes, Nike, Nocibé, Pandora, Pimkie, Printemps, Sephora, Swarovski, The Body Shop, Undiz, Zara	Avril, Basic-Fit, Dm's, Intimissi, Jd, Jimmy Fairly	2,000-2,600	Up to 500
Rue du Président Edouard Herriot	Middle-range to luxury retailers, local residents	Aesop, Aigle, Bobbi Brown, Bonobo, Chacok, Diesel, Dinh Van, De fursac, Elena Miro, Escada, El Ganso, Father & Sons, Fossil, Furla, Guérin, Jo Malone, Hermès, Lacoste, Lancel, Longchamp, Louis Vuitton, Maje, Massimo Dutti, Mauboussin, Max Mara, Monop, Montblanc, Pandora, Rolex, Sandro, Seiko, Sephora, Sequoia, Swarovski, The Kooples Sport, Zapa	Bexley, B.Gardo, Claudie Pierlot, Fred, Imperial, Kujten, Pablo, Rituals	1,800-2,100	Up to 300
Rue Victor Hugo	Mass market, local residents	Adopt', Armand Thiery, Bleu Forêt, Bocage, Brice, Calzedonia, Camaïeu, Courir, DDP, Du Pareil au Même, Jules, Lancaster, Maisons du Monde, MacDonalds, Marionnaud, Misako, Pimkie, Sinequanone	Fashion Store, Le Studio, Summertime,	500-800	Up to 500
Rue Emile Zola/Gasparin/Archers	Middle-range to luxury retailers, local residents	Agatha, American Vintage, Antoine & Lili, Ba&sh, Bonpoint, Cartier, Claudie Pierlot, Descamps, Des Petits Hauts, Fusalp, Gérard Darel, Jaeger-Lecoultrre, JM Weston, Jott, Maje, Mac Douglas, Marina Rinaldi, Marionnaud, Laudate, Petite Mendigote, Sandro, Sud Express, Tara Jarmon, Villeroy & Boch, Zadig & Voltaire	Sessun, Le Comptoir Cecil, Momoni, Zapa	1,000-1,400	Up to 100
Rue de Brest	Middle-range retailers, local residents	Banana Moon, Berenice, Carré Blanc, Comptoir des Cotonniers, Cop.Copines, Gemme, Guy Degrenne, Gouran, IKKS, Karl Marc John, La Fée Maraboutée, Millet, Okaïdi, Saint James, Sinequanone, Superdry, Tommy Hilfiger, The Kooples	Faguo, Hero Seven, K-Way, La Belle Meche, Paul Marius, Polo Ralph Lauren, Yaya Women,	900-1,300	Up to 150



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SHOPPING CENTRES

LA PART-DIEU/COURS OXYGENE

Located close to the Lyon high-speed train station and in the heart of La Part-Dieu area, the most important business district in France after La Défense, La Part-Dieu shopping centre is one of France's major shopping centres. Built in 1975 and comprising of 250 units across 127,000 sq. m., La Part-Dieu hosts 31 million visitors annually. Anchored by several major international retailers in a wide range of sectors, La Part-Dieu is a strategic site for newcomers entering the French market (e. g. Apple, Father & Sons, Lego, Primark). In 2010, La Part-Dieu benefited from a significant extension with the opening of Cours Oxygène, a 15,000 sq. m. shopping centre adjacent to La Part-Dieu. A new extension dedicated to leisure is planned for 2020 over 30,000 sq.m.

GRAND HOTEL DIEU

Located in Lyon Presqu'île, the Grand Hôtel Dieu scheme opened in 2018 in a former hospital set in an historical building. The scheme totals 50,000 sq.m of which 18,000 sq.m is retail space and 4,000 sq.m is dedicated to leisure. This site also includes offices, co-working spaces and a 5* Intercontinental hotel. This is one of the most emblematic retail redevelopments of the city, which also hosts a convention centre and the "Cité Internationale de la Gastronomie". Grand Hôtel Dieu is home to middle-range to luxury retailers in the fashion, jewellery and home equipment sectors.

CONFLUENCE

The Confluence shopping centre is located between the Saone and the Rhone rivers, in a central location. Open since 2012, Confluence is a 54,000 sq. m shopping centre divided into 3 levels. It hosts 9 million visitors annually and over 100 retailers in a wide range of activity sectors, many of which are internationally recognized mass-market fashion retailers (e.g. Hollister, Zara, Mango, etc.). The centre's activity is bolstered by its central location and the redevelopment of the area, which is becoming a new redesigned extension of Lyon's dynamic city centre.

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SHOPPING CENTRE OVERVIEW

SHOPPING CENTRE	CONSUMER PROFILE	MAJOR RETAILERS PRESENT	NEW ENTRANTS	TYPICAL RENT FOR 200 SQM UNIT INC. KEY MONEY (€/SQM/YEAR)	RANGE OF UNIT SIZES (SQM)
La Part-Dieu/Cours Oxygène shopping centre	Mass market, local residents	Adopt', Agatha, Apple, Armand Thiery, Bershka, Burger King, C&A, Cache Cache, Calzedonia, Caroll, Carrefour, Comptoir des Cottonniers, Darty, Décathlon, Desigual, Disney, Etam, Father & Sons, Fnac, Foot Locker, Fossil, Galeries Lafayette, Gap, Go Sport, Hema, H&M, Hugo Boss, Izac, Iam, Kiko, Kusmi Tea, La Chaise Longue, Lacoste, La Grande Récré, Lego, Le Temps des Cerises, Little Extra, Lush, MAC, Maisons du Monde, Mango, Monoprix, Nature et Découvertes, New Look, New Yorker, Oysho, Primark, Pull & Bear, Rituals, Sephora, Sostrene Grene, Superdry, The North Face, The Body Shop, Vans, Zara, 123	Amorino, Balaboo, Histoire d'Or, Lovisa, Pandora, Save	1,800-2,200	All sizes
Confluence	Mass market, local residents	Apple Store, Blue Box, C&A, Carrefour, Desigual, Etam, Foot Locker, Fossil, Geox, Go Sport, G-Star Raw, Guess, Hollister, Kiko, Kusmi Tea, Lacoste, La Chaise Longue, Le Village Jouéclub, Levi's, Mango, Mc Donald's, Monoprix, New Yorker, Pull & Bear, Sephora, Swarovski, Undiz, Vib's, Zara, Z	Decathlon, La Tête dans Les Nuages, Moe, Piada, Shoji,	700-800	All sizes
Grand Hôtel Dieu	Mass-market to upper-range Local residents, tourists	AM.PM, Beefhouse, Citadium, Fragonard, K-Way, Maison Brémond 1830, Grand Playground, Un Jour Ailleurs, COS, Antony Morato, Bobbies, Marie Sixtine, Aroma Zone, Clarins, Ecocentric, Blanc Cerise, Silvera		600-1,100	All sizes

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FOOD & BEVERAGE

Lyon is often referred to as the gastronomic capital of France. With 1,000 restaurants pleasing all tastebuds, Lyon benefits from its location at the heart of a region boasting many culinary traditions and fine products: poultry from the Bresse area, Carp from the Dombes, Côtes du Rhône and Beaujolais wines or Drôme fresh fruits).

Lyon is internationally renowned for its “bouchons”, establishments serving traditional cuisine including “quenelles” or “cervelles de canut”. Lyon is also famous for being home to many prestigious star-winning “chefs” located in the Lyon metropolitan area (Paul Bocuse, Pierre Orsi) and the Rhône-Alpes region (the Troigros brothers in Roanne or Georges Blanc in Vonnas). Along with traditional cuisine, a handful of chefs have succeeded in modernizing local tradition such as Nicolas le Bec, Christian Têtedoie or Anne-Sophie Pic.

The old food market situated in the heart of Lyon was renovated in 2014. Les Halles de Lyon - Paul Bocuse hosts 50 food merchants reflecting every French taste for gastronomy including bakery, pastry shop, cheese maker, delicatessen, butchery, fish shop, caterer, wine shops, etc.

The recently-renovated Grand Hôtel Dieu also hosts a gourmet space “Les Halles Grand Hôtel Dieu”, where 9 gastronomy specialists offer typical and refined products.

The most prestigious restaurants of the Lyon metropolitan area are located in the very heart of the city, either in the old town (Les Loges, Les Terrasses de Lyon, Tête d’Oie), the Peninsula (Les Trois Dômes, Mère Brazier, Le Sud) and in the Saxe/Tête d’Or/Part-Dieu area (Pierre Orsi, Le Gourmet de Sèze). Other prestigious chefs including Paul Bocuse or Jean-Christophe Ansanay-Alex are located in Lyon inner suburbs.



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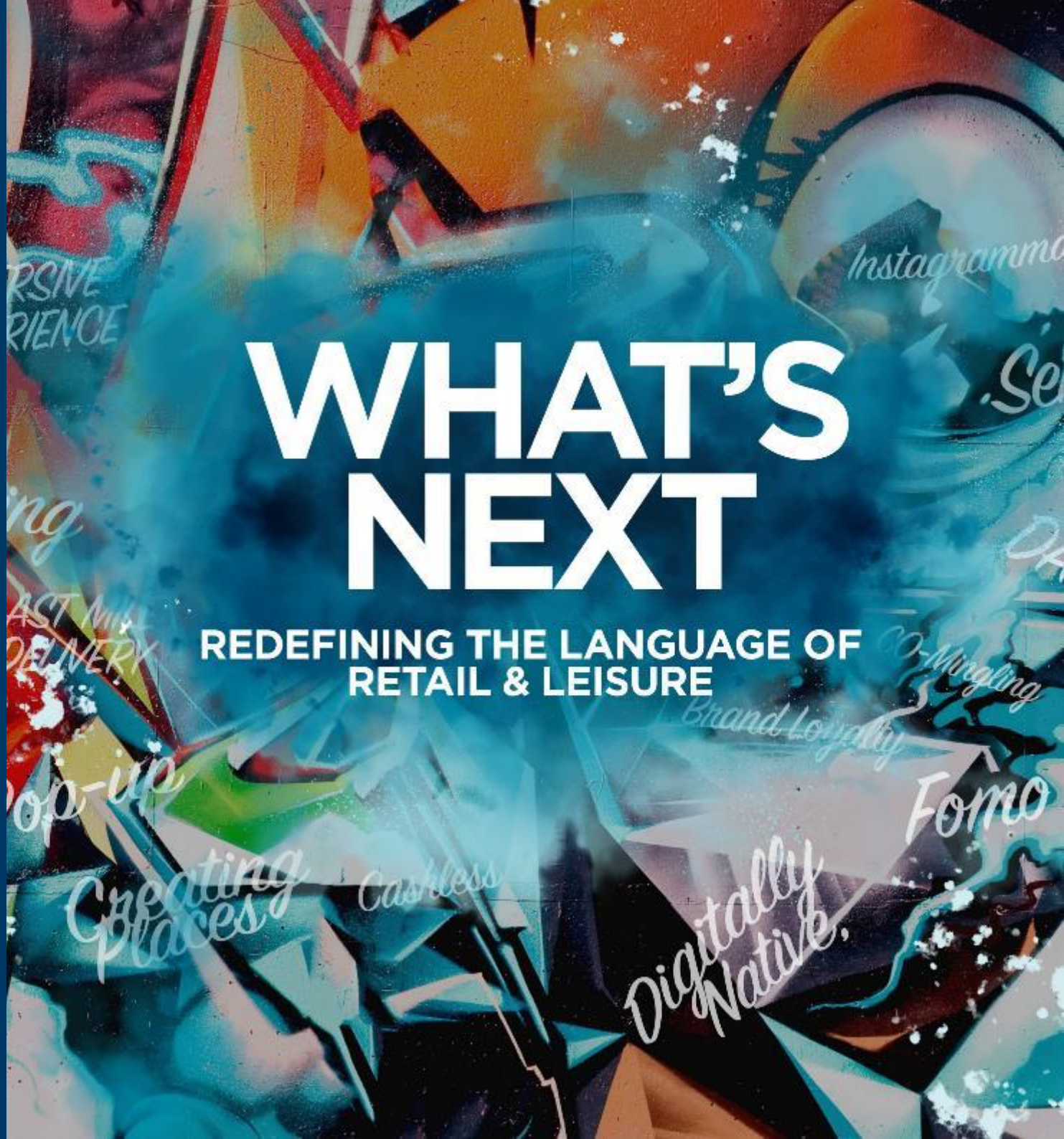
FOOD & BEVERAGE MARKET OVERVIEW

KEY AREAS	CONSUMER PROFILE	FOOD & BEVERAGE OPERATORS
Vieux Lyon	Local residents, tourists	Les Loges, Les Terrasses de Lyon, Tête d'Oie, Au 14 Février, Prairial, Jérémy Galvan, Le Passage
Prequ'île	Local residents, tourists	Mère Brazier, Les Trois Dômes, Le Vivarais, Le Sud ;
Saxe/Tête d'Or/Part-Dieu/Brotteaux	Local residents, tourists	Pierre Orsi, Le Gourmet de Sèze, Le Café du Peintre, Daniel & Denise, L'Ame sœur, Takao Takano, Maison Clovis, Le Passe-Temps, Miraflores, L'Alexandrin, le 9 ^{ème} Art, l'Argot
Lyon Inner suburbs	Local residents, tourists	Paul Bocuse, L'Auberge de l'Île Barbe, 33 Cité, Substrat
Rue Saint Jean	Tourists	Les Pavés de Saint-Jean, Le Laurencin, Le Bouchon Lyonnais, Maître Bœuf

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REDEFINING THE LANGUAGE OF
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