

# ROME

*Cushman & Wakefield*

*Global Cities Retail Guide*



***Rome city centre has a long established tradition of retailing and has maintained its appeal mainly thanks to tourism. Second only to Milan, the city is internationally recognized as one of the prime high street locations in Italy and ranks as a top European high street destination.***

Today the luxury market is concentrated in Via Condotti and part of Piazza di Spagna. The luxury high street market is as strong as ever; rents in premium locations such as Via Condotti have risen in recent years and are now primarily stable, but high. The medium-high end retail market around Via Condotti and Piazza di Spagna is mostly pedestrianised and comprises around 400 stores.

In the decade between 2005 and 2015, Rome saw massive development activity in its peripheral locations, with around 700,000 sqm of GLA built and now has some 46 existing retail schemes, including two super-regional shopping centres (Porta di Roma and Roma Est) and the largest retail park in Italy, Market Central Da Vinci, located near Rome's international airport Leonardo Da Vinci, in Fiumicino. The pace of new developments has now slowed, with some projects being put on hold, though the new shopping centre Maximo Shop & Fun is expected to be completed by the spring of 2020, adding about 60,000 sqm of prime retail space to the south western quadrant of the city.

#### **FACTS ABOUT CITY**

**4.4 million** - the number of inhabitants comprising the province, 66% of which live within Rome itself (2.9 million)

More than **8,200 €/year** - retail spending per capita in the city of Rome, approximately 17% above national average

**10 million** - the number of tourists in the province of Rome in 2016, representing almost **28 million** nights spent. Foreign tourists account for about **68%** of total arrivals.



# ROME

## KEY RETAIL STREETS & AREAS

### VIA CONDOTTI

Via Condotti is the main luxury high street, approximately 250 meters in length and running between the Spanish Steps and Via del Corso. Main retailers include Swarovsky, Omega, Stuart Weitzman, Louis Vuitton, Dior, Church's, Burberry, Hermès, Jimmy Choo, Mont Blanc, Cartier, Alberta Ferretti, Max Mara, Bulgari, Gucci, Dolce & Gabbana, Tod's, Salvatore Ferragamo, Armani, Damiani, Prada, Michael Kors, Van Cleef & Arpels.

### VIA DEL CORSO

Via del Corso is by far the main mid-market location in Rome, running for 1.5 km from Piazza del Popolo to Piazza Venezia; it comprises over 200 shops with a large presence of local operators. Tourists and locals alike come to find mainly mono brand stores such as Diesel, Luisa Spagnoli, Yamamay, Liu.Jo, Twin Set, H&M, Disney Store, Zara, Accessorize, Puma, Guess, Aldo Shoes, Gap, Mango, Swatch and Ralph Lauren, with the first Polo store in Italy, occupying two floors in the historic building on the corner with Via Frattina. It is also worth mentioning two new entrants near but not directly on, Via del Corso: Bershka, within Galleria Sordi, a shopping arcade built in Art Nouveau style in the early 1920's, and the Lego store on Via Tomacelli, a side street off Via del Corso.

### VIA DEL BABUINO

Via del Babuino runs between Piazza di Spagna to Piazza del Popolo. Recently pedestrianised, Via del Babuino is now considered as a good alternative to Via Condotti, with brands such as Chanel, Tiffany & Co., Chopard, Miu Miu, Armani, Fratelli Rossetti, Aspesi, Boggi, Hogan, M.A.C., Kiton, Dsquared and Maison Margiela.

### PIAZZA DI SPAGNA

Piazza di Spagna faces the famous Spanish Steps. It hosts a number of high-end retailers, including Moncler, Dior, Camper, Philippe Plein, Dolce&Gabbana, Missoni, Frette, Furla, IWC, Nespresso, Sephora, Loewe, as well as Valentino, with a 1,400 sqm concept store.

### VIA FRATTINA

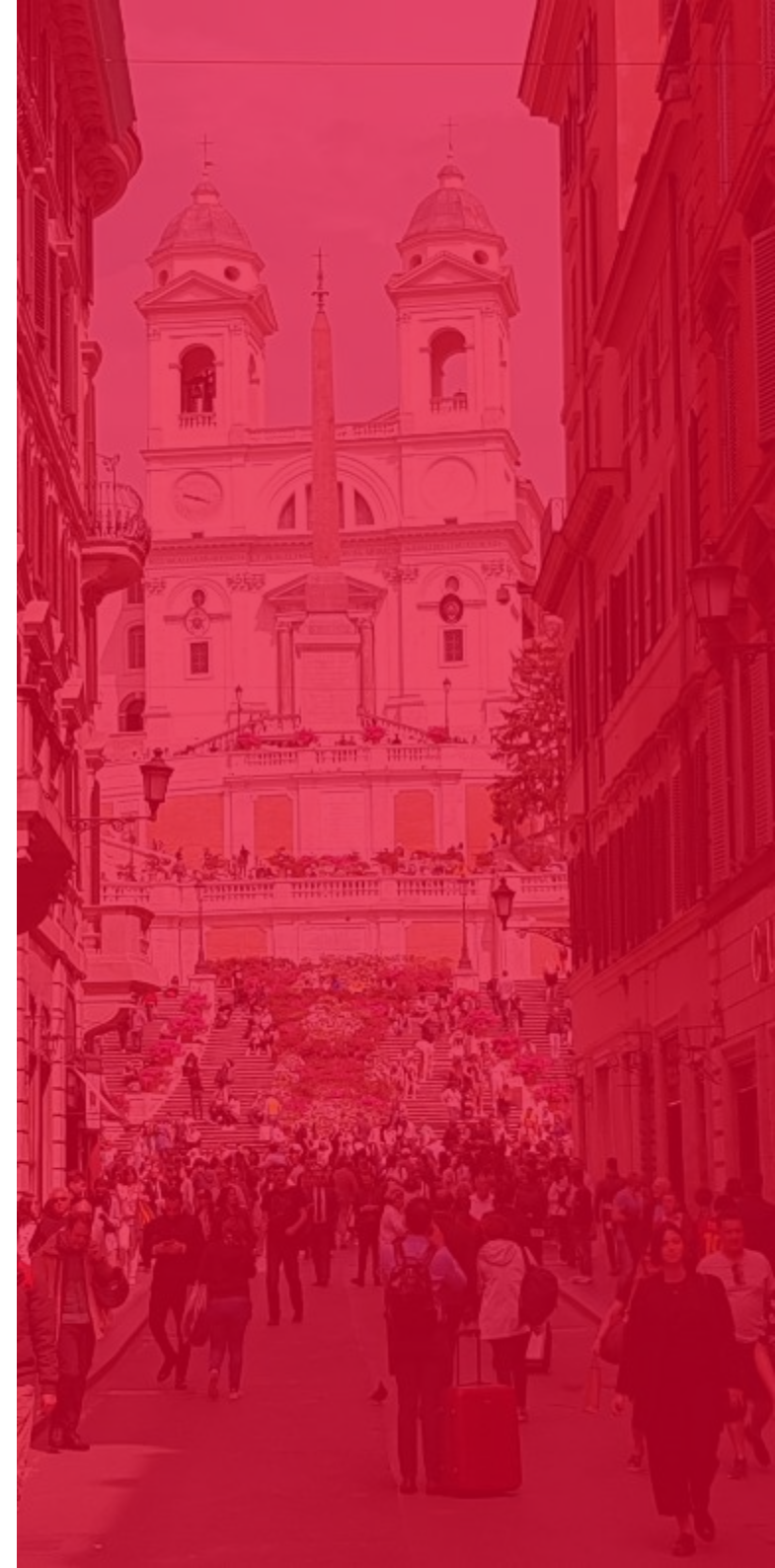
Via Frattina, running for some 300 metres and leading to Via del Corso/ Piazza San Lorenzo in Lucina, offers mid-range retailers. Among the main national and international brands there are Hugo Boss, Elena Mirò, Moreschi, Tru Trussardi, Patrizia Pepe, Max Mara, Pennyblack, Luisa Spagnoli, Alviero Martini, Marella, Pinko, Armani Junior, Maje, Sandro, Gente Roma.

### VIA COLA DI RIENZO

Via Cola di Rienzo is located in the Prati district on the west side of the Tiber River. It extends for approx. 1 km and has around 130 shops, running from Piazza della Libertà toward the Vatican State walls, and is one of the main mid-market locations. It is dominated by national and international mono brand stores such as Nike, Calvin Klein, Swatch, Guess, Zara Home, Timberland, The Bridge, Manila Grace, Brandy & Melville, Intimissimi, Liu-Jo, Coccinelle, Max Mara, Twin Set, Salmoiraghi & Viganò, as well as the first Excelsior, the upward evolution of the Italian department store Coin, featuring selected Italian and international fashion names, cosmetics and fragrances, as well as home décor and fine food.

### PIAZZA SAN LORENZO IN LUCINA

Piazza San Lorenzo represents a luxury location and is home to Louis Vuitton's largest Italian Maison. Other important brands are Yves Saint Laurent, Pomellato, Car Shoe, Bottega Veneta, Christian Louboutin, Casadei.





# ROME

## MARKET OVERVIEW

KEY AREAS / STREETS	CONSUMER PROFILE/ MARKET POSITIONING	MAJOR RETAILERS PRESENT	PRIME RENT FOR UNIT OF 200 SQM	RANGE OF UNIT SIZES
Via Condotti	The main luxury high street, connecting the Spanish Steps with Via del Corso	Alberta Ferretti, Armani, Bulgari, Burberry, Cartier, Church's, Damiani, Dior, Dolce & Gabbana, Gucci, Hermès, Jimmy Choo, Louis Vuitton, Max Mara, Mont Blanc, Omega, Prada, Salvatore Ferragamo, Stuart Weitzman, Swarovsky, Tod's, Michael Kors, Van Cleef & Arpels	13,500 (including key-money) €/sqm/year	100-250 sqm
Piazza di Spagna	High-end retailers, including top brands	Chanel, Christian Dior, Camper, Diesel, Dolce & Gabbana, Furla, Loewe, Missoni, Moncler, Nespresso, Versace, Valentino, Philipp Plein	6,500 (including key-money) €/sqm/year	100-400 sqm
Piazza San Lorenzo in Lucina	Just off Via del Corso, home to Louis Vuitton's largest Italian Maison	Bottega Veneta, Car Shoe, Luis Vuitton, Pomellato, Casadei	4,700 (including key-money) €/sqm/year	50-150 sqm
Via del Babuino	Medium-high end retail market	Aspesi, Boggi, Chanel, Chopard, Emporio Armani, Etro, Fabiana Filippi, Fratelli Rossetti, Hogan, Jo Malone, Kiton, Mac, Miu Miu, Moschino, Petit Bateau, Pinko, Red Valentino and Tiffany & Co.	4,800 (including key-money) €/sqm/year	150-300 sqm
Via Frattina	Medium-high end retail market	Alviero Martini 1a Classe, Armani Junior, Campanile, Elena Miro', Hugo Boss, Luisa Spagnoli, Marella, Max Mara, Patrizia Pepe, Pennyblack, Pinko, Ralph Lauren Polo store	3,200 (including key-money) €/sqm/year	100-250 sqm
Via del Corso	The main mid-market location, with large presence of local operators	Camper, Gap, Geox, Guess, H&M, Intimissimi, Liu-Jo, Luisa Spagnoli, Nike Store, Puma, Yamamay, Zara, Ralph Lauren Polo	5,000 (including key-money) €/sqm/year	100-400 sqm
Via Cola di Rienzo	One of the main mid-market locations, with large presence of local operators	Calvin Klein, Coccinelle, Foot Locker, Furla, Guess, Intimissimi, Liu-Jo, L'Occitane En Provence, Luisa Spagnoli, Max Mara, Mega Store United Colors Of Benetton, Michael Kors, Nike Store, Swarovski, Swatch, The Bridge Alviero Martini, Tiffany, Timberland, Tommy Hilfiger, Twin Set, Yamamay and Zara Home, Coin Excelsior	3,000 (including key-money) €/sqm/year	100-250 sqm



# ROME

## SHOPPING CENTRES

### PORTA DI ROMA

Porta di Roma, located in the northern section of the city, opened in 2007 and remains the largest Italian shopping centre providing some 137,000 sqm of total retail floor space, also including 14 screen multiplex cinema, Ikea and Leroy Merlin. The food anchor is an Auchan supermarket, while the mall provides a mix of domestic and international brands across some 230 units. Yearly footfall is 18.5 million visitors.

### ROMA EST

Roma Est in east Rome opened in 2007 and is the city's second largest shopping centre providing some 102,000 sqm of total retail floor space, also including 12 screen multiplex cinema. The food anchor is a Panorama supermarket, while the mall provides a range of national and international retailers across some 220 units. Yearly footfall is 10.5 million visitors.

### EUROMA 2

Euroma 2 located in the southern section of the city, opened in 2008 and offers more than 50,000 sqm of retail floor space. The food anchor is an Ipercoop supermarket, while the mall provides a range of national and international retailers across some 225 units. Yearly footfall is 11 million visitors.

### GRAN ROMA

Gran Roma, located in eastern Rome, opened in the second quarter of 2019. It offers approximately 32,000 sqm of retail floor space on 3 levels. The food anchor is PAM City, a new format of supermarket with reduced size of GLA focused on high quality and fresh food. The mall provides a range of national and international retailers across some 100 shops, among which there are 10 bar and restaurants and a wide area destined to consumer electronics sales.



## DEVELOPMENT TO WATCH OUT FOR

### MAXIMO SHOP & FUN

Total Scheme Size 60,000 sqm

Planned Opening Date 2020

### ABOUT THE DEVELOPMENT

The new shopping centre Maximo Shop & Fun is expected to be completed by the first half of 2020, adding about 60,000 sqm of prime retail space to the south western quadrant of the city. The centre will include some 150 stores + 10 medium surface units, a multiplex (7 screens, 1300 seats), a hypermarket and a gym.



# ROME NEW DEVELOPMENT WATCH

# ROME

## FOOD & BEVERAGE

***The Food & Beverage sector in Rome is dominated by many small establishments. The offer ranges from snack bars to fine-dining, passing through the typical Roman Cuisine, much sought after by the Capital's citizens.***

Within the centre of Rome, the food industry is dominated by traditional formats (bars, local restaurants, bakeries, etc.). Consumers during the day are generally tourists or workers, while some areas are also characterised by vivid nightlife. Generally speaking, the traditional restaurants serving local cuisine and pizzerias can be found in the historic districts of Trastevere and Testaccio (also known for night clubs and pubs), while the city centre high streets cater to tourists, workers and those looking for an exclusive dining experience.

The new concept of retail food (food purchased and consumed off-premise), both national and international, has, however, started to enter the market. These modern formats are present mostly along the larger streets or piazzas (such as Via del Corso and Piazza di Spagna) less on the narrow streets of the historic centre and are very scarce on luxury high streets.

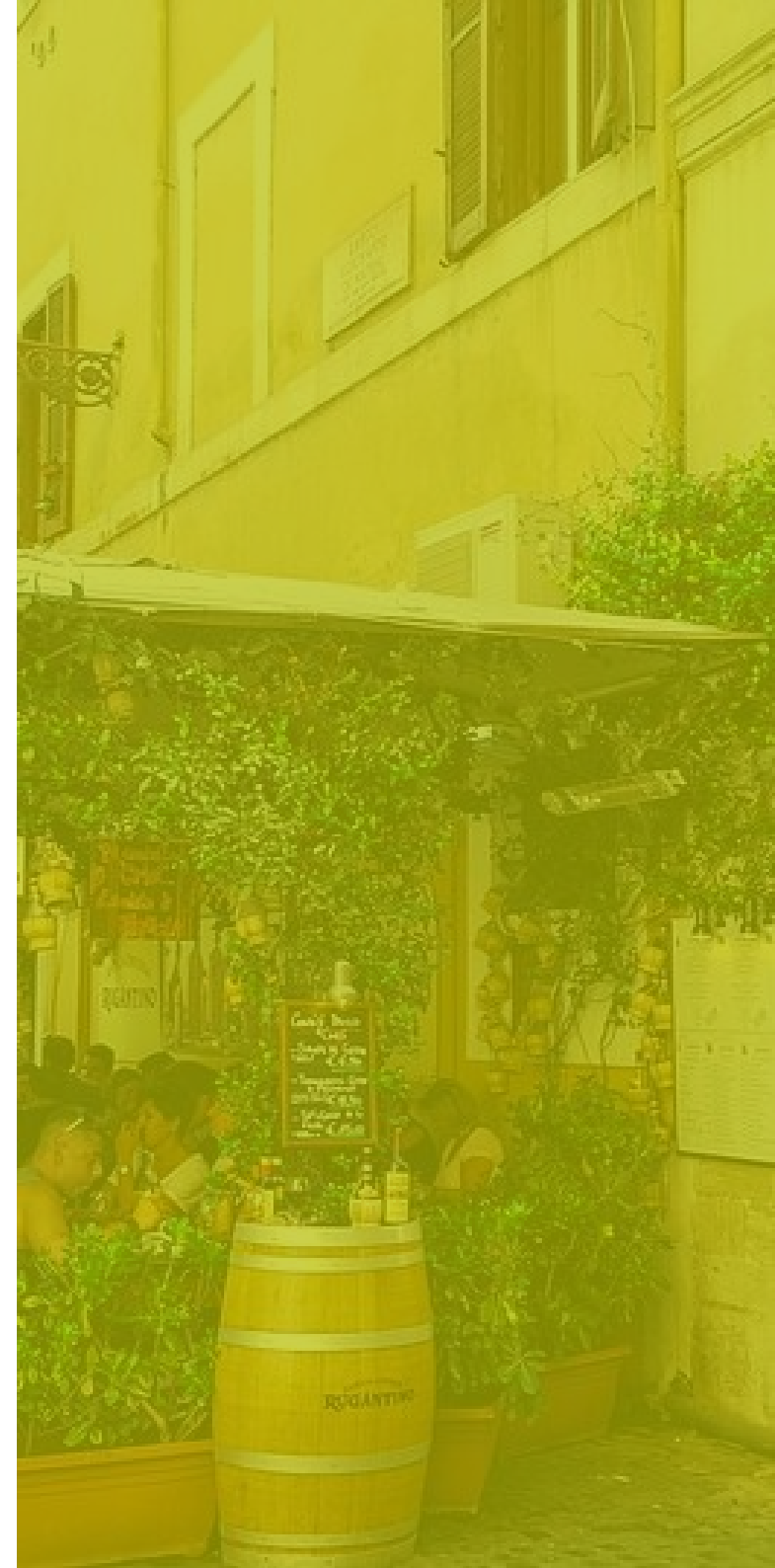
Major food operators in the centre of Rome include: Burger King (Gruppo Autogrill) on Via Nazionale and Via Flaminia (near Piazza del Popolo); McDonald's on Piazza di Spagna, Fontana di Trevi, Via Nazionale and Stazione Termini; Road House Grill in the Testaccio area, Trastevere and at Stazione Termini; Montaditos at Ponte Milvio, Testaccio, San Lorenzo and Colosseum; Panino Giusto in the Prati district; Venchi near Piazza di Spagna and the Pantheon, Via del Corso, Stazione Termini and within Eataly in the Ostiense area. Retailers that have expanded quickly include Alice Pizza, now present all over Rome, Grom who have 3 stores in the historic centre and new formats Baccanale and Pane Vino e San Daniele.

An interesting addition to the food and beverage scene in Rome is the gourmet grocer Eataly. This 16,000 sqm mall dedicated to Italian specialty foods, opened in June 2012 near the Ostiense Station, with the largest megastore to open yet worldwide. The innovative integrated format (restaurants, food market and education, all rolled into one) is present in Italy in Asti, Bari, Bologna, Firenze, Forlì, Genova, Milano, Monticello d'Alba, Piacenza, Pinerolo, Torino and abroad in Chicago, Dubai, Istanbul, New York, Osaka, Tokyo, Yokohama. In Rome Eataly has recently also opened two smaller formats, Hamburgeria di Eataly on Via Veneto and Eataly Repubblica (in collaboration with Gruppo Ethos) on Piazza della Repubblica.

Mercato Centrale is also worth mentioning, which opened in 2016 within Termini, Rome's central train station. With a similar format to Eataly, Mercato Centrale has a wide choice of restaurants and shops selling typical Italian products.

Rents in the city centre vary greatly according to the position on the street, the size of the shop and the internal layout, as well as the number of windows facing the street.

In the new major shopping centres, the traditional anchor represented by the hypermarket is complementary to a far wider merchandising and leisure mix, including the food court and catering offer. The catering offer plays an increasingly important role in attracting and holding visitors in the centres. Amongst the major brands found within the Roman shopping centres there are: Alice Pizza, Anema e Cozze, Arabian Kebab, Baccanale, Burger King, Chocolate, Flunch, Fratelli La Bufala, Giovanni Rana, Grom, Illy, La Piadineria, Lavazza, Mc Donalds, Old Wild West, Panino Giusto, Pans & Company, Rosso Pomodoro, Sushiko, Wiener Haus and Wok. KFC opened the first of their 17 stores now present in Italy within the Roma Est Shopping centre in 2014.





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