



Groupama Immobilier announces late-2019 opening for Nike flagship on the Champs Elysées



Groupama Immobilier today announced the opening of a new Nike retail space at 79 avenue des Champs Elysées at the end of 2019. Nike has chosen France, and this legendary Parisian avenue, as the site for its third “House of Innovation”, after Shanghai and New York this fall. The program includes office space for Nike teams.

Exclusive products, digital services and unrivalled personalized product offer

The "House of innovation" is Nike's new digital flagship store concept. A unique experience-centred space dedicated to innovation, it is tailored to the French market. Structured around a large central Arena, with a 4,300 sq.m. five-level sales area, the building will showcase the brand's latest collections targeted exclusively at French consumers, product personalization labs, digital environments, VIP areas, private coaching from the world's top athletes and digital services to help customers find a product or size, collect an item or get it delivered.

Further details of this unique concept – set to be one of the largest sales outlets on the Champs Elysées - will be released in 2019. The transaction was handled by CBRE Retail.

One of most vibrant streets in Paris

“79” enjoys a prime location on the Champs-Elysées. Nike will benefit from a central site on the world's most beautiful avenues, visited by 100 million people a year, and associated globally with the Parisian lifestyle and landmark celebrations, including top sporting events. The Champs Elysées will also be one of the main sites during the 2024 Olympic Games.



Strategic location for Nike teams

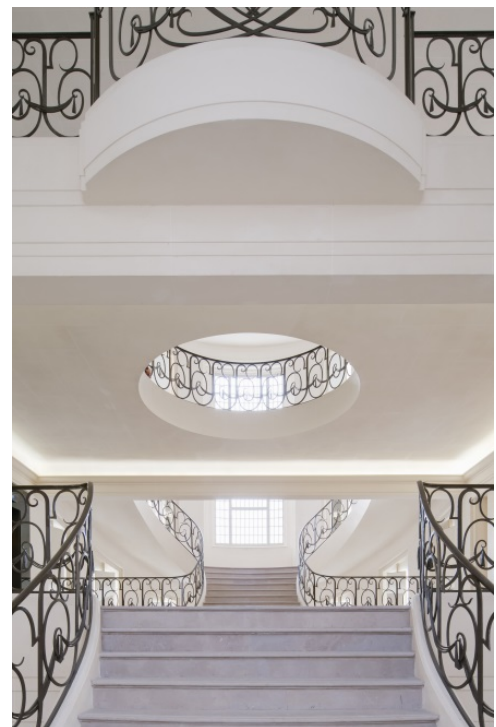
The top floors will house Nike's offices. This hyper-central location puts teams at the heart of the city's lifestyle and business ecosystem. Looking to bring its flagship store and teams together on one site, the brand was won over by the building's layout and scale.

Major real estate and architectural achievement

This ambitious restructuring project, led by Groupama Immobilier, architecture firm Valode & Pistre, and rehabilitation project management specialists Dumez, a subsidiary of Vinci, is set to be completed within a tight schedule for launch by Nike in late 2019.

The development will transform this iconic building on the Champs Elysées, to reveal its architectural features to best advantage:

- **Outstanding architectural design with Art Deco styling:** typical corner façade and large-volume office area, with a double stone and wrought-iron staircase, listed as a site of historical interest since 1991.
- **Expansive volumes for the flagship store:** creation of a double-height hall for the Arena, the merging of two former stores, with strengthened original office flooring, for a total retail space of 4,300 sq.m.
- **Break with conventional Haussmann-style layout and surface areas:** more than 2,500 sq.m of open-plan offices with planted terraces overlooking the Avenue and outdoor access on all levels.
- **One of the most breathtaking rooftops in Paris:** the planted wooden terrace offers 360-views over Paris. A socializing space open to all employees, it's set to become a Nike legend.



- **Optimal circulation:** large central staircase and triplex elevators for vertical circulation; optimized flow for horizontal pathways, with levels lit by natural daylight; front-to-rear building exposure; a single space to promote contact and the circulation of ideas, creativity and innovation.

According to Eric Donnet, Managing Director of Groupama Immobilier: *"This latest development underlines the continuing appeal of the Champs Elysées. We believe that the avenue is ideal for new mixed concepts, combining retail, lifestyle and business; they add substantial value for investors and users alike, and contribute to the vibrancy of the avenue and the capital. It also demonstrates the appeal of the inner-city Paris office market, and the central business district in particular for leading companies aiming to attract the best global talent with an active employer-brand strategy."*



About Groupama Immobilier

Groupama Immobilier is the Groupama Group's management structure specialised in real estate activities (commercial and residential). On behalf of its principals, the company manages a €3.7 billion portfolio, making it one of France's leading managers of real estate assets.

www.groupama-immobilier.fr