

Zara enters into Switzerland

Thanks to the Jelmoli Group, which has provided two first class locations, Spain's Inditex Group will enter Switzerland in Geneva.

The arrival of the Zara and Oysho labels is going to enrich the fashion world.

By teaming up with Zara, a group with more than 500 shops in 30 countries, Jelmoli, the retail property specialist, has proved its ability to attract a top international name to Switzerland. For Zara, which already has shops on 5th Avenue in New York, the Champs Elysées in Paris and Regent Street in London, Jelmoli has provided two prime locations, one in the city centre, in the Tour de l'Horloge buildings at the junction of Place du Molard and Rue du Rhône, the other in the commercial and leisure centre now being built next to the Geneva Stadium. Fashion for men, women and children will be offered on floor areas of respectively 1 700 m² and 1 500 m². Oysho, the lingerie label, will be present with a floor area of 250 m² in each point of sale. These openings, scheduled for the end of October 2002, mark the first stage of an expansion into the Swiss market.

The Inditex Group : a success story

The Inditex Group owns around a hundred companies, all focusing on textile design, production and distribution. Thanks to the success of its unique management methods, based on innovation and flexibility, Inditex has become an international leader in the world of fashion. The first Zara shop opened its doors twenty six years ago in La Coruña (Spain), where the group has its head offices. Apart from Zara and Oysho, the group's star labels include Pull&Bear, Massimo Dutti, Bershka and Stradivarius. Inditex, which has recently floated on the stock exchange, now sells more than 90 million articles a year.

Jelmoli Real Estate : a partner for Retailers

Over recent years, the Jelmoli Group has engaged in sustained activity in the real estate sector. Already the owner of a vast portfolio of commercial properties in the main towns of Switzerland, Jelmoli also invests in new developments. With total investments of CHF 1 billion – including CHF 400 million in Geneva – the group portfolio will have reached a value of CHF 3 billion within the next four years.

Thanks to its expertise in the retail sector and its prime sites, Jelmoli has already proved itself on various occasions to be the ideal partner for chain store developments in Switzerland.

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