



UNIBAIL-RODAMCO-WESTFIELD

Düsseldorf, October 10, 2024

Press release

## **ANSON'S new anchor partner in the fashion segment of Westfield Hamburg-Überseequartier**

**Multi-brand menswear retailer ANSON'S is opening a new store covering around 2,600 square meters of rental area at Westfield Hamburg-Überseequartier in Hamburg's Hafencity. A special highlight of the new ANSON'S store will be the highlight façade, which is over 100 meters long. The new anchor partner will further differentiate the brand and product mix and strengthen the fashion and lifestyle profile of the destination directly at river Elbe. The store is scheduled to open for the 2025 fall season.**

Founded in 1989 and based in Düsseldorf, men's outfitter ANSON'S is part of the Peek & Cloppenburg Group. The multi-brand retailer offers fashionable variety for the style-conscious man in 21 stores in Germany as well as an online store and four physical stores in Eastern Europe.

**Thomas Freude, Managing Director at Peek & Cloppenburg B.V. & Co. KG, Düsseldorf, says:** "ANSON'S is a strong brand in Hamburg and already very well represented there. With the new opening in an innovative environment such as Westfield Hamburg-Überseequartier, we are further expanding this presence. ANSON'S sees itself as a company that combines tradition, style and high quality in men's fashion with modernity and an emotional experience. The range is presented in modern and sophisticated architecture. With the new store at Westfield Hamburg-Überseequartier as a fashion-oriented brand environment and its diverse usages, we are also creating this combination of demands here in order to offer our customers a unique shopping experience."

The ANSON'S product range includes timeless classics as well as the latest trends. It is made up of international brands and designer labels, including Polo Ralph Lauren, Hugo Boss and Calvin Klein, as well as exclusive brands such as Jake\*s, Review, Christian Berg and MCNEAL.

**Jakub Skwarlo, Chief Operating Officer Central Europe at URW, says:** "We are delighted to have brought ANSON'S as another important anchor partner on board for Westfield Hamburg-Überseequartier. The store, which covers around 2,600 square meters of rental area, will give further shape to the destination's brand mix and strengthen our strategic partnership with Peek & Cloppenburg B.V. & Co. KG, Düsseldorf and ANSON'S. With its location and spectacular façade, the new ANSON'S store will be a figurehead at the entrance to the quartier. We are looking forward to the opening."

The new ANSON'S store at Westfield Hamburg-Überseequartier will be located on the ground floor level in the northern part of the quartier, adjacent to San-Francisco-Straße, Überseeallee and Überseeboulevard. The store's façade, which is over 100 meters long, runs along these streets. The Eleven Decks residential project is located above the store.



### **Exceptional mix of shopping, dining and leisure**

The retail, dining and leisure (entertainment and culture) areas as well as the cluster for medical services and doctors' surgeries will contain a total of around 170 concepts. The letting rate for this areas is currently 93% and only a few rental units are still available in the quartier. Breuninger, Inditex (with five brands including one of the largest Zara flagship stores in Germany), H&M, Mango, Thalia, INTERSPORT Knudsen, REWE Piclum as well as Port des Lumières, Lego Discovery Centre and Kinopolis have already been confirmed as long-term anchor partners in Westfield Hamburg-Überseequartier for some time. In particular, the extraordinary entertainment and cultural offerings, most of which are launching for the first time in the city and region, will create a new experience and leisure destination that is unique in northern Germany.

The Westfield Hamburg-Überseequartier retail, dining and leisure area is scheduled to open in the late first quarter of 2025.

#### **For further information please contact:**

Unibail-Rodamco-Westfield

Press office Germany

c/o JDB MEDIA GmbH

Sven Burmeister

T: +49 (0)40/ 46 88 32 -19

E: [urw@jdb.de](mailto:urw@jdb.de)

#### **About Unibail-Rodamco-Westfield**

Unibail-Rodamco-Westfield is an owner, developer and operator of sustainable, high-quality real estate assets in the most dynamic cities in Europe and the United States.

The Group operates 71 shopping centres in 12 countries, including 39 which carry the iconic Westfield brand. These centres attract over 900 million visits annually and provide a unique platform for retailers and brands to connect with consumers. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €2.9 Bn development pipeline of mainly mixed-use assets. Its €50 Bn portfolio is 86% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at June 30, 2024).

URW is a committed partner to major cities on urban regeneration projects, through both mixed-use development and the retrofitting of buildings to industry-leading sustainability standards. These commitments are enhanced by the Group's Better Places plan, which strives to make a positive environmental, social and economic impact on the cities and communities where URW operates.

URW's stapled shares are listed on Euronext Paris (Ticker: URW), with a secondary listing in Australia through Chess Depository Interests. The Group benefits from a BBB+ rating from Standard & Poor's and from a Baa2 rating from Moody's.

For more information, please visit [www.urw.com](http://www.urw.com)

---