



Hamburg, March 13, 2025  
Press release

## **Westfield Hamburg-Überseequartier announces further partners in the premium cluster with Marc Cain, Hackett and Aesop**

**Westfield Hamburg-Überseequartier continues to set standards in the retail sector by combining a differentiated selection of flagship stores from major international and national brands with more local, individual concepts. In combination with a wide range of food&beverage, entertainment and cultural offerings, this will create a new shopping and lifestyle destination that is unique in northern Germany and offers exceptional experiences for both the local community and all visitors.**

**To further strengthen its premium cluster, Westfield Hamburg-Überseequartier has now concluded partnerships with the women's fashion brand Marc Cain, the British men's outfitter Hackett and the skincare brand Aesop. Retail lettings now stand at 95%, with strong interest in the remaining units.**

The three brands will move into their spaces in the premium loop of Westfield Hamburg-Überseequartier, an exclusively curated area located around the Breuninger flagship store.

The premium label **Marc Cain** combines innovative designs, elegance and the highest quality. The new store at Westfield Hamburg-Überseequartier expands the premium range with exclusive women's fashion on more than 300 square metres and sets new accents in an inspiring shopping environment. The store will be the brand's exclusive location in Hamburg.

The traditional British brand **Hackett** has established itself as a leading name in classic-inspired menswear, enhancing the international appeal of the district. With its prime corner location at the entrance of the premium loop, the new store at Westfield Hamburg-Überseequartier is set to become a key highlight upon its opening.

**Aesop** was established in Melbourne in 1987. Their objective has always been to formulate products of the finest quality. This includes skin, body, and hair care, as well as fragrance and accessories for self and space. Aesop explores widely to source plant-based and laboratory-made ingredients, using only those with a proven record of safety, efficacy and pleasure. The design language of the new Aesop Store at Westfield Hamburg-Überseequartier echoes that of boat construction and complements the Quartier: A place for seafarers and skin care aficionados alike.

The opening of Westfield Hamburg-Überseequartier is scheduled for April 8, 2025. The openings of the three new stores in the premium loop are planned for the further course of spring and into early summer 2025.

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**Anna Laura Riemann, Leasing Project Leader Westfield Hamburg-Überseequartier at Unibail-Rodamco-Westfield, says:** “We are delighted to be expanding our exclusive brand mix at Westfield Hamburg-Überseequartier with the addition of renowned partners Marc Cain, Hackett and Aesop. With these international brands and unique concepts, we are offering our visitors an even more extraordinary shopping and lifestyle experience, while at the same time increasing the appeal and attractiveness of our destination within the metropolitan region and beyond.”

The premium loop will be a highlight of the quarter and an important attraction for discerning customers. With its location close to the cruise terminal and its circular route from the waterfront promenade, along the Breuninger flagship store to the central Überseeplatz around the metro station, it provides a key axis in the quarter. Other brands in the premium loop include Lacoste, GANT, KARL LAGERFELD, Tommy Hilfiger, Luis Trenker, Läderach and SEPHORA.

### **Westfield Hamburg-Überseequartier: new shopping and leisure destination**

Thoughtfully designed with the community in mind, Westfield Hamburg-Überseequartier is a one-of-a-kind environment where people can live, work, shop and play, creating a positive impact and local opportunities accessible to all. The retail, dining and leisure areas, as well as a cluster for medical services, totals around 170 concepts. A special feature of the leasing strategy is, that more than half of the shops leased to brands in the quarter are not yet represented in Hamburg's inner city and a third are not yet represented in Hamburg at all.

Anchor tenants at Westfield Hamburg-Überseequartier include Breuninger, Inditex (with five stores, including one of the largest Zara flagship stores in Germany), H&M, ANSON'S, Mango, Thalia, INTERSPORT Knudsen, REWE Piclum, Port des Lumières, Lego Discovery Centre and Kinopolis. In particular, the blend of extraordinary entertainment and cultural attractions, many of which are making their debut in the city and region, is creating a unique new experience and leisure destination in northern Germany.

The offering is complemented by apartments, offices, three hotels and the cruise terminal. The quarter is optimally integrated into local infrastructure with its own metro station, bus lines and plentiful mobility services. With its direct location on the river Elbe and a unique riverside promenade, Westfield Hamburg-Überseequartier is establishing a new form of living, working and recreation right on the water.

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

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#### **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 67 shopping centres in 11 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. The Group currently operates 18 shopping centres in Germany, 8 of which are in its own portfolio. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €3.5 Bn development pipeline of mainly mixed-use assets. Its €50 Bn portfolio is 87% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at December 31, 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)

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