



*Providing a clear strategy and all round property advice for a multi-national retailer new to the UK.*



*The client* Gerry Weber International AG

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*The brief* Gerry Weber is a listed multi-national ladies fashion retailer growing internationally with a particular focus on Western Europe.

KLM Retail has acted for this retailer since 2010 and helped devise and implement a national retail acquisition strategy together with a rationalisation of the existing property portfolio.

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*The solution* Due to general quirks and physical differences in UK property stock (versus Germany), an increased level of guidance was required in order to acquire units which satisfied the parent company's property requirement.

Success in this situation requires a detailed knowledge and experience of all elements of the UK retail market together with a clear and concise strategy when delivering successful new stores.

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*Where we add value* We like to heavily invest in understanding our clients business in order to successfully source and filter unsuitable opportunities and provide options which are carefully considered and fit the property brief.

A good example of this was the continued monitoring of units in a small shopping centre in Ringwood, which we were aware traded well for several complementary retailers but did not necessarily hit some of our retail acquisition criteria. Gerry Weber eventually agreed to take a store here and this quickly became one of the best stores in the UK property portfolio.

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*“They open doors and offer fantastic opportunities... their cross border strategic advice is a truly unique service.”*

Marc Lehr  
Managing Director Retail  
Gerry Weber