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# Westfield Sydney



LEASING INFORMATION SERVICES ANALYST LYNDA  
ROCHAS COMMENTS ON THE OPENING OF  
WESTFIELD SYDNEY

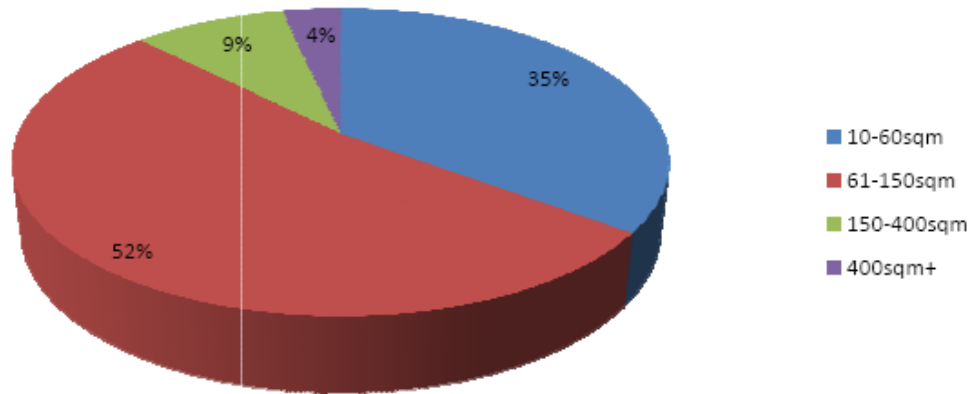
## **Where is Westfield Sydney located?**

Westfield Sydney is bounded by Pitt St Mall, Castlereagh and Market St and has direct frontage to all three streets. This development amalgamated previous Centrepoint, Imperial Arcade and Skygarden. Westfield Sydney is situated between Myer and David Jones, connected under Castlereagh St to David Jones and linked to Myer above Pitt St.

## **What is the tenancy mix of Westfield Sydney?**

Westfield Sydney is spread over 7 levels with a total GLA of 36,000m<sup>2</sup>. The centre will accommodate 260 retailers with an emphasis on international brands and high profile Australian retailers. These include the launch of international retailers such as Miu Miu, Diane Von Furstenberg, Mulberry, Zara, Christian Louboutin, Bottega Veneta and GAP. Domestic fashion retailers include Sass & Bide, Sportsgirl, Ksubi Zimmerman, Supre, One Teaspoon, Fleur Wood, Bardot and Tigerlily. The presence of international retailers has meant the demand for smaller stores has marginally diminished. For example, Esprit has leased a 1,260m<sup>2</sup> store, Gap has acquired an 800m<sup>2</sup> store, Guess's flagship store is just below 600m<sup>2</sup> and the long awaited Zara is a three level tenancy. The size of these stores are atypical to the usual 80-100m<sup>2</sup> formats that dominate Australian shopping, therefore it will be worthwhile to observe how shopping centres will respond to these shifting demands in the future.

## Westfield Sydney Stage 1 - Shop Size Distribution

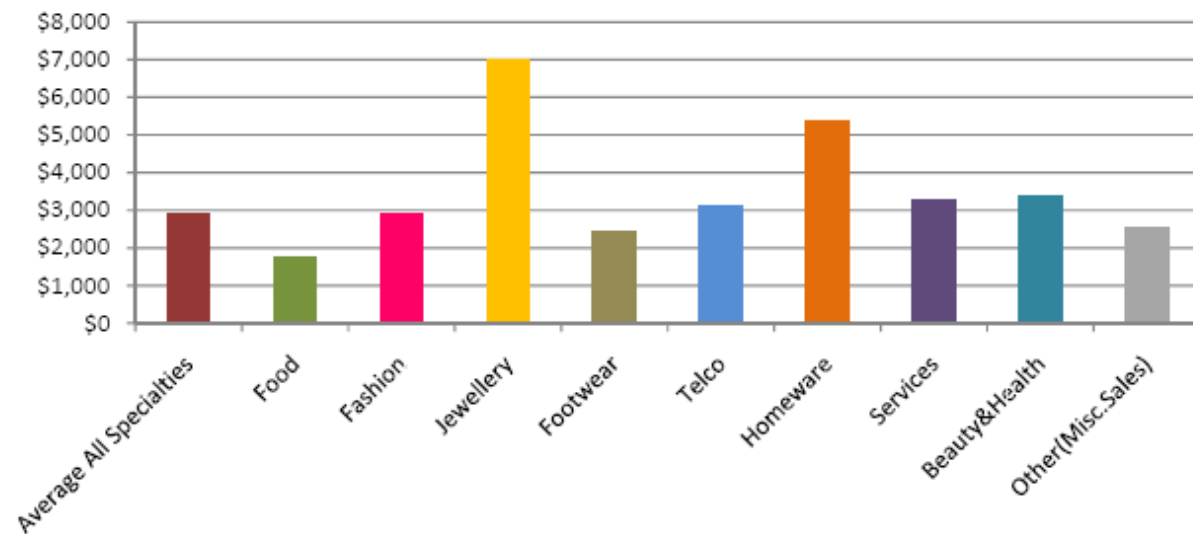


Total Registered Leases: 145 excluding ATMs

### What are Westfield Sydney retailers paying?

Stage 1 of Westfield Sydney opened in October 2010 and features approximately 145 retailers with average lease terms ranging from 5.5 to 6.5 years. Fashion retailers are paying approximately \$3,000/m<sup>2</sup> and footwear retailers are paying slightly less at \$2,500/m<sup>2</sup>.

## Westfield Sydney Stage 1 - Base Rent \$/m<sup>2</sup>



### **What is the outlook for Westfield Sydney retailers?**

It has been well documented that Zara had its largest ever global opening sales performance. The success of Zara has prompted international retailers such as H&M and Topshop to actively seek a flagship into the Australian market. However, there are few opportunities for these retailers as other shopping centres do not have the larger formats that are demanded by these international retailers.

Other retailers have reported mixed results in the new Sydney Westfield; however this is not unusual for a new centre, as it often takes up to two years for a centre to become 'stable'. Time will tell whether the international flavour of the centre turns out to be successful amongst Sydney CBD shoppers.