

## RetailLeasing

# Sun, sand and fashion

IT'S ONE OF AUSTRALIA'S **MOST ICONIC SUBURBS**. LEASING INFORMATION SERVICES ANALYST LYNDIA ROCHAS INVESTIGATES THE BONDI BEACH APPEAL.

## What are the key characteristics of the Bondi Beach strip?

Bondi Beach is an iconic beach located in Sydney's east approximately 7km from the CBD. With its international recognition and natural appeal it attracts backpackers and tourists throughout the year while also housing various TV personalities. Bondi Beach is constantly featured in the media, in shows such as *Bondi Vet*, *Bondi Rescue* and *The Block*. The unremitting supply of visitors to the area and constant media attention makes Bondi Beach a desirable location for retailers. The strip is also saturated with food retailers, both restaurants and takeaway food.

## Are any international brands showing interest in the strip?

At one stage, Patagonia was rumored to have looked at Bondi, to go into direct retail, but this has not happened. The fashion scene is very parochial with local brands, local designer wear and boutiques fashion stores occupying the area. The area attracts many international visitors. There's not enough business to sustain an international fashion retailer, as all the recognised brands can be found at Westfield Bondi Junction, which is in very close vicinity to Bondi Beach.

## What is the prime retail space on the Bondi Beach strip?

Typically food retailers are situated along Campbell Parade facing the beach, whereas fashion retailers are ensconced in the back streets behind Campbell Parade, although swimwear and surf wear retailers can be found along the main strip. Gould St is parallel to Campbell Parade and is the home to many local brands such as Ksubi, Shona Joy, General Pants and also smaller boutique stores. Less notable retailers can be found on Hall St and Glenayr Ave. The prime retail area for fashion is anywhere in this vicinity behind or on Campbell Parade bordered by Hall St and Curlewis St

up to and including Glenayr Avenue. Conversely, food retailers are most successfully positioned along Campbell Parade.

## What are the key demographics of the area?

According to the 2006 national census 44 per cent of residents have a weekly individual income of \$800+ per week. One or two person-households dominate with over 70 per cent, coinciding with the 61 per cent of residents living in a flat/apartment or unit. Renting is the predominant type of ownership with 45 per cent. The area is eclectic, in so far as you have some of the most expensive apartments in Sydney, juxtaposed with housing commission apartments.

## What do retailers pay to rent on the key streets?

Fashion retailers pay between \$1500 and \$2500 gross per week to secure spots in this prime retail precinct. These rents increase annually with either CPI or five per cent.

## How is the mix of retailers changing?

The impending redevelopment of the Hakoah Club on Hall Street will present new serviced apartments and a shopping arcade. The development will attract more tourists to the area and perhaps shift some attention from the main strip up to Hall St. Fashion retailers situated between Campbell Parade and Hall St will benefit from the increased foot traffic between these two locations. There has been no mention of the type of retailers entering the centre however in my opinion the centre will be weighted towards food-oriented retailers (fresh food) or service retailers. The negotiated rents in the new centre will have a significant impact on the rents paid by retailers in the vicinity. ■

*Leasing Information Services is a provider of retail leasing data in Australia. It offers rental comparisons, occupancy costs, floor plans and other customizable reports. [www.leaseinfo.com.au](http://www.leaseinfo.com.au)*

## Raising the bar



**MILK BAR BOUTIQUE ON GOULD STREET, BONDI BEACH GIVES DANIELA AROCHE AN INSIGHT INTO LOCAL LEASING CONDITIONS FOR FASHION STORES AND BUSINESSES.**

### Where is it located?

Gould St, Bondi Beach, behind the newly redeveloped Hotel Bondi complex. We've been here nearly five years.

### What does it offer?

We are known affectionately as the "little dress store", because we're always fully stocked with party dresses, but we do also try to cater for all by stocking chic basics. Our major brand is our in-house label Brooke Daniels, but we also stock Story by Tang, Talulah, Suboo, Toi et Moi, Edit, Iikoy and more.

### What is the appeal of the Bondi Beach strip?

I think people tire of the larger stores who have buyers that try to cater for national demographics. Consumers end up seeing the same product everywhere. All the Bondi boutiques have established our own niche offerings and we buy accordingly. Tuchuzy is extremely fashion-forward and edgy, Jatali offers beautiful flowing pieces and great bikinis, and there is us, providing striking dresses for any occasion. People know where to go if they are looking for specific things, and they often find pieces that aren't available elsewhere.

### Is there competition?

There may be competition between retailers that have similar product offerings, but we've tried to avoid being affected by competition by only stocking the Brooke Daniels brand in Milk Bar, so as to make it more of a destination store. We've also dropped labels and products, such as bikinis that are heav-

ily saturated in the area, so as to maintain focus and space for our core offerings.

### Any major changes?

Sadly there have been a lot of retail openings and closures since we opened, especially on Campbell Parade and Hall Street. Gould St tends to fare a little better, and the stores that have remained are the ones that understand the local market, are adaptable with their offerings and have embraced social media.

### Who is your clientele?

We attract females from the age of 16, right through to their 50s. We have achieved such a broad target market by embracing classic styles in our Brooke Daniels brand and offering them in different lengths. We also stock youth brands such as Iikoy plus leisurewear from Suboo.

### What are the pros and cons of the area?

The biggest positive is summer, and the greatest negative is winter. Foot traffic is hugely impacted by the seasons. There is also a lack of parking that can frustrate potential clients. We have counteracted these negatives by building the website [www.brookedaniels.com](http://www.brookedaniels.com) so that we are more accessible.

### Thoughts on the Hakoah Club redevelopment?

I am a big supporter of development in Bondi, it is such an iconic location and all businesses will benefit from upgraded amenities and increased foot traffic within the area. Having more boutiques in Bondi will lead to consumers believing that they have a greater product offering on hand, and that a trip to Bondi will be worthwhile. I think people will take the time to visit both Gould Street and Hall Street. I'm not fearful that additional fashion retailers in the area will affect my business negatively because of the exclusivity of my product offering.

