





A FRESH PERSPECTIVE

This phrase sums up our whole ethos and how we approach everything we do. All retail businesses, whether retailers or landlords, know what issues they face.

They are likely to have taken advice from various individuals and firms on how to solve them. Our intention is to harness our experience and knowledge to offer a fresh perspective.

We rely on our integrity and experience, priding ourselves in delivering solutions tailored to each individual client.

OUR CLIENTS ARE AT THE HEART OF EVERYTHING WE DO

As we are all acutely aware, retail is now more than ever about experience.

Retail property consultancies must align themselves with the brands they are representing and doing business with. Retailers must offer experience, service and a personal touch. Why would advising on retail property be any different?

Retail outlets need to give their customers a reason to shop with them. They must experience the brand. So in that vein, we have created this brochure, showcasing what we are really proud of. By doing so, we hope you will feel our passion for what we do.

So, flick through it, find out what we have been up to and give us a call to explore how we can offer you a fresh perspective.

*The beating
heart of Farnham.*



1. Farnham
Brightwells Yard

Brightwells Yard is a new retail, leisure and community destination in Farnham, situated to the south of East Street. At its heart will be a new town square and improvements to the public realm, which will link the old and newer parts of the town together.

With around 30 new shops and restaurants, including a new 6 screen cinema, Brightwells Yard will be somewhere to be proud of. Somewhere the community can come together and soak it all in.

There will also be a newly landscaped Brightwells Park, featuring an attractive pond and winding paths leading from the town square to the River Wey. This destination will truly be the beating heart of Farnham.

AS Retail are delighted to have been selected to act alongside JLL as part of the leasing team. Tenants signed up so far include a new M&S Food Hall, Seasalt and Reel Cinema. The scheme is due to open in 2021.

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The look and feel of high-end resorts, with concierge level service & premium amenities.



2. CycleBar *Embassy Gardens, Nine Elms*

CycleBar was founded in Boston in 2004 by siblings Bill Pryor and Alex Klemmer. Since those early days the business has become the fastest growing boutique indoor cycling brand globally and are now the world leader in cycling studios.

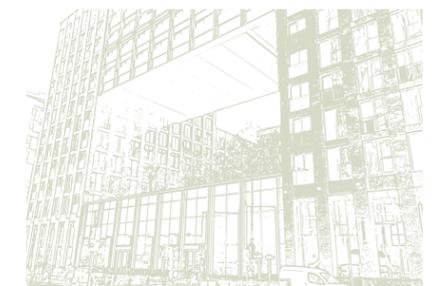
In the US, CycleBar have over 140 locations trading, with over 200 in the pipeline. They are a lifestyle brand. Their riders are shoppers. Their common areas have the look and feel of high-end resorts, with concierge level service and premium amenities.

In 2016, CycleBar took the decision to enter the UK market and AS Retail are honoured to have been chosen as their real estate advisor, working closely with the UK Master Franchise holder, who has plans to build a 75 strong network of studios over the next 5 years.

In 2018 we finally exchanged contracts for their first European site, located in the stunning Embassy Gardens development, close to the new American Embassy. We acquired an extremely prominent unit measuring approximately 3,200 sq ft and it is due to open in mid 2019.

Deal info:

New 20 year lease
3,200 sq ft
£110,000 pax commencing rent



BoConcept want customers to touch, feel and experience their products.



3 Chichester
The Corn Exchange

BoConcept was founded in 1952 and is now one of the world's largest and most recognisable furniture and lifestyle retailers with over 260 showrooms in 65 countries.

Originating from Denmark, Bo means 'Live' and their high quality, contemporary Scandinavian designs can be found in homes, offices and hotels all over the globe. BoConcept's USP is the quality of consultation and the personal service they provide.

AS Retail have had the pleasure of advising BoConcept on four acquisitions over the last 12 months, including the Edinburgh and Bristol showrooms.

BoConcept stores are experiential to the very core. Customers are encouraged to touch, feel and experience their products, whilst being guided by the talented staff.

We have this at the forefront of our mind when sourcing suitable properties.

AS Retail advised on the acquisition of the Chichester Showroom within the listed Corn Exchange where the ground floor retail unit and first floor office space were combined via a new imposing internal staircase, to provide impressive two level trading.

Deal info:

New 10 year lease
5,000 sq ft in total
£80,000 pax commencing rent



*Delivering sound advice
to our Landlord clients.*



4. TK Maxx re-gear
Unit 3, 17/19 Haymarket, Leicester

AS Retail are delighted to have been advising Patrizia on various retail elements of their portfolio since 2016.

This includes the leasing mandate of The Walnuts Shopping Centre in Orpington, specifically providing strategic advice and undertaking a number of letting and re-gear transactions there, advice on two House of Fraser stores in their portfolio, working with them to improve their tenant mix within the retail element of a £50m office building in Manchester and conducting negotiations with key anchor tenants in various holdings.

TK Maxx have been the principal tenant within a prime Leicester holding for over 10 years, with a lease expiry in 2022.

They occupy almost half of the total floorspace, and account for around a third of the total rental income. The 40,000 sq ft store is spread over first and second floors, with a ground floor entrance lobby.

We knew that this compromised configuration would be tricky to re-let in the open market, and the chances of securing a tenant as strong as TK Maxx would be slim.

Furthermore, there was a risk to our client that TK Maxx could close the store due to them being committed to opening a new store at Fosse Park, on the outskirts of Leicester, in 2021. This lease restructure removes this risk and adds robustness to the tenancy profile.

Deal info:

5 year reversionary lease
(new guaranteed term to December 2027)
40,000 sq ft
Re-based market rent agreed



5. Meet the Team

We aim to build long term relationships



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