



UNIBAIL-RODAMCO-WESTFIELD

Hamburg, October 19, 2023  
Press Release

## Westfield Hamburg-Überseequartier: A dozen more partners on board and continuing differentiation in the brand and concept mix

Unibail-Rodamco-Westfield (URW) Germany announces twelve more partners for the retail sector of the mixed-use quarter in Hamburg's HafenCity. Through the new partnerships in accessories, jewelry, beauty, technology, fashion, and more, the company ensures further differentiation within the brand and concept mix and once again brings a number of global brands and trend labels on board. Some of the brands are starting their market entry in physical retail in northern Germany or Hamburg with their stores at Westfield Hamburg-Überseequartier.

### New brands at Westfield Hamburg-Überseequartier:

**VIU** – Handmade and sustainable optical glasses and sunglasses

**Swarovski** – Jewelry, watches and crystal creations

**PANDORA** – Hand-finished genuine jewellery

**Paper & Tea** – Handcrafted teas from around the world, selected accessories and gift ideas

**Lakrids by Bülow** – Gourmet licorice from Denmark (first stand-alone store in North Germany)

**DJI** – Technology company for drones and cameras (first store in North Germany)

**KIKO Milano** – Makeup, face and body care products

**Parfümerie Schuback** – Perfumery chain from North Germany

**PME Legend** – Men's fashion brand inspired by cargo pilots (first store in North Germany)

**New Zealand Auckland** – Outdoor, adventure and lifestyle fashion brand (first store in Hamburg)

**Jack & Jones** – Menswear fashion brand from the Danish parent company Bestseller

**Papeterie Bathelt** – Office supplies, writing culture and gifts

**Constantin Wiesmann, Director of Leasing Austria & Germany at URW, says:** “Leasing for Westfield Hamburg-Überseequartier continues at full speed. Now that the leasing of anchor and large units has been completed, we are currently focusing on differentiating and premium concepts from the fashion, accessories and beauty sectors, among others. With brands such as VIU, DJI, Paper & Tea, Lakrids by Bülow, PME Legend and New Zealand Auckland we are setting new accents that are currently not available in this combination and density at any other location in Hamburg. We are thus increasing the attractiveness and versatility of the shopping and lifestyle experience for our customers and are very pleased about the new partnerships with these exciting brands.”

### Westfield Hamburg-Überseequartier: urban regeneration

At Westfield Hamburg-Überseequartier in Hamburg's HafenCity, an ensemble of a total of 14 buildings is being created that will form a new vibrant place in Hamburg with outstanding architecture and a unique mix of uses. Retail, food & beverage as well as entertainment and culture will be finely balanced with 579 apartments, offices for 4,000 workplaces, three hotels with 819 rooms and a cruise terminal. The quarter is optimally integrated into the local infrastructure with its own metro station, bus lines and various mobility services. The mixed-use project with a clear focus on sustainability, both during construction and in the future operation,

consists of a total area of 419,000 square meters and will be realized by Unibail-Rodamco-Westfield by spring 2024.

**For further information please contact:**

Unibail-Rodamco-Westfield  
Press Office Germany  
c/o JDB MEDIA GmbH  
Sven Burmeister  
P: +49 (0)40/ 46 88 32 -19  
E: urw@jdb.de

**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 74 shopping centers in 12 countries, including 39 which carry the iconic Westfield brand. These centers attract over 900 million visits annually and provide a unique platform for retailers and brands to connect with consumers. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €3 Bn development pipeline of mainly mixed-use assets. Currently, its €51 Bn portfolio is 87% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at June 30, 2023).

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 2030 agenda, 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)

---