

Retailers

Retailer round-up: ones to watch

MAPIC has long been established as one of the major meeting-points for global retailers looking to expand into new markets. And the 2015 edition will be no exception, with more than 2,400 retailers expected to gather in Cannes

RETAILTAINMENT, digital and the seemingly unstoppable rise of food and beverage brands will be key talking points at this year's MAPIC. Some of the leading players from these fast-growing sectors will be represented, including specialist KCC which in a session on the Retailtainment Pavilion will be examining success stories and less successful retail and leisure integrations; omni-channel consumer-electronics retailer Media-Saturn; and Spain's Yogurteria Danone,

which produces ice creams based on authentic Danone yoghurt

But fashion remains at the core of most shopping centres' offer. Reflecting this, a number of global fashion brands will be at MAPIC for the first time, including Groupe Dynamite from Canada, Harmont & Blaine from Italy, Zorile from Moldova, OTCF from Poland and Chakra from Turkey.

The following is just a small taster from the wide menu of retail formats on display in Cannes this year.

KARACA

TURKISH homewares brand Karaca has successfully made the transition into a regional player, building on a strong domestic base consisting of 120 standalone Turkish stores trading under the KRC fascia, as well as 1,200 wholesale accounts. In addition, it has 58 franchise partners for the bright and colourful stores that feature its Emsan, Cook Plus, Karaca Home and Jumbo ranges. Karaca currently has 28 international stores in 20 territories, ranging from Germany, France and the Netherlands in Western Europe to Azerbaijan and Georgia to the east, Morocco and Libya in North Africa and Lebanon, Iran and Iraq in the Middle East. An Oslo store marked Karaca's entry into the Nordic markets, with more new territories in the pipeline.



KARACA

MINT VELVET

FASHION retailer Mint Velvet was only founded in 2009 but its "relaxed glamour" concept has clearly struck a chord with UK shoppers. After a successful roll-out in the Chinese-owned, fashion-forward House of Fraser department-store chain, Mint Velvet now has 24 standalone stores, as well as an outlet store at Land Securities' Gunwharf Quays in Portsmouth. And it has plans to open 10 more UK stores. At the same time, Liz Houghton, Mint Velvet's CEO and co-founder, has announced plans to step up the brand's e-commerce

presence. And she believes the time is right for Mint Velvet to expand into new territories. With this in mind, Mint Velvet will be showcasing its format for the first time at MAPIC 2015.

Of expansion, Houghton says: "The website continues to grow, as online becomes increasingly important, with exciting new developments helping our customers shop with ease and put looks together. We have an incredibly clear vision and we've never deviated from what we set out to do. We create beautiful and luxurious clothing for modern women."



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HAPPYCHIC

THE FRENCH pret-a-porter fashion group was only founded in 2009, but it has already made a big impact due in part to its backing by the Mulliez retail dynasty that controls Auchan. Happychic operates the Bizzbee, Brice and Jules brands and, like many recent startups, it could be considered a digital native thanks to its strong e-commerce operation. But it has been no slouch when it comes to expanding its physical portfolio too. Young fashion brand Bizzbee operates 65 stores in France, menswear fascia Jules has 400 stores in 13 countries and Brice has 230 stores across five countries. Overall, 18% of Happychic's stores are operated under franchise agreements.

Between them, the group's stores and websites generated a turnover of €717m in 2014. Happychic is planning to open around 40 stores a year, with fast growing markets such as Russia, MENA, China and South-East Asia targeted for expansion.

OLYMP

GERMAN menswear manufacturer and retailer Olymp saw sales surge 11% between 2013 and 2014 to reach €225.4m. And with its twin strands of businesswear and casual fashion both showing strong growth, sales grew by more than 7% in the first half

of 2015. Sales volumes are increasing in Belgium, the UK, Ireland, the Netherlands, Austria, France and Hungary, although the CIS saw a decline as sanctions hit sales. According to Mark Bezner, Olymp's owner and CEO, two-thirds of the

company's turnover is still generated domestically. "In future, we should see a continuous increase in the export ratio due to sustained market penetration and the acquisition of new areas," Bezner said as he unveiled Olymp's half-year results.

