

Woolworths opens its first three level store in trendy Melrose Arch

BY ANELLE HAMILTON

WITH A trading area of some 5 200m², the first Woolworths store that is built on three levels opened for business in the new Melrose Arch Piazza in Johannesburg on 26 March. The Piazza is the latest and largest development at Melrose Arch and introduces around 100 new shops spanning 30 000m² to the mixed-use precinct.

Shopping at Melrose Arch

The initial phase of Melrose Arch opened in 2002 and the idea behind the development was to introduce an international concept that includes business, residential, retail and recreational areas in a safe, public environment. The Piazza - a R2b investment from owners Melrose Arch Investment Holdings, which is a joint venture between Amdec Property Development and Property Partners - is the second of three phases in the rollout of the development. It comprises over 60 000m² of lettable retail and office space. The Piazza development started two and a half years ago on a rocky outcrop on the northern side of Melrose Arch.

The developers say Melrose Arch has proven to be an excellent catalyst for



The Piazza at Melrose Arch introduces some 100 new shops that cover 30 000m² of sophisticated retail and leisure space.

modern new development and urban renewal in its immediate area.

The next phase of the development will add on to the Piazza and will include more retail space and two hotels.

James Wilson, CEO of Amdec, announced at the official opening of the Piazza that "with over 100 000m² of bulk land still

available at our disposal for development at Melrose Arch, our future plans include a doubling of the existing retail space within the next two years and we are aiming to double the entire developed Melrose Arch space within the next five years."

The Piazza features shops representing unique formats of successful local retail

concepts, as well as international retailers that are making their debut in either Johannesburg or South Africa.

The shops include a mix of favourite retailers that have wide appeal with the local market and premium international brands that are attractive to a select audience.

"The retail mix, while unconventional, is ideal for the Piazza, which is inspired by some of the world's greatest piazzas and high street shopping destinations, fused with the best of everything that leading shopping centres have to offer," explains Wilson, while Amdec property development director Nicholas Stopforth says, "The Piazza complements and enhances the existing Melrose Arch precinct, which has proven extremely popular with and enthusiastically embraced by local shoppers, leading businesses and visitors to Johannesburg.

The Piazza is supported by plenty of parking, with an additional 2 400 basement parking bays that have been developed as part of the scheme, bringing the total to over 5 000 bays. The minimum opening hours will be until 7pm on Monday to Thursday, 8pm on Friday, 6pm on Saturday and 5pm on Sunday and public holidays. However, many restaurants and shops are open for longer.

Woolworths at Melrose Arch

The innovative and stylish new Woolworths at Melrose Arch includes cutting-edge



The store features a Woolworths Café, which is a tapas-style wine bar where shoppers can take a break and enjoy a range of refreshments.

innovations in terms of store design and is positioned to meet the needs of shoppers in the LSM 9 and 10 categories, as well as aspirant shoppers in the LSM 6 to 8 markets.

The store offers the entire Woolworths range in a unique environment, with a large food section, Woolworths clothing, including re_, studio w, Twist and Country Road, a wide range of homeware and an extensive beauty offering with international beauty brands, as well as digital products that are merchandised in a dedicated section.

Paul Simpson, Woolworths head of real

estate, says the store could be used to launch or pilot new ideas.

The store also features a Woolworths Café - a tapas-style restaurant and wine bar where shoppers can take a break and enjoy a selection of meals, selected wines and cold and hot beverages in a setting that overlooks the Piazza.

The triple-level flagship store comprises 6 700m², with the Woolworths Food Hall on the lower level and homeware and fashion on the upper two floors. Customers can park on the lower level and access the Food Hall from here.

(Source: www.eprop.co.za) ■

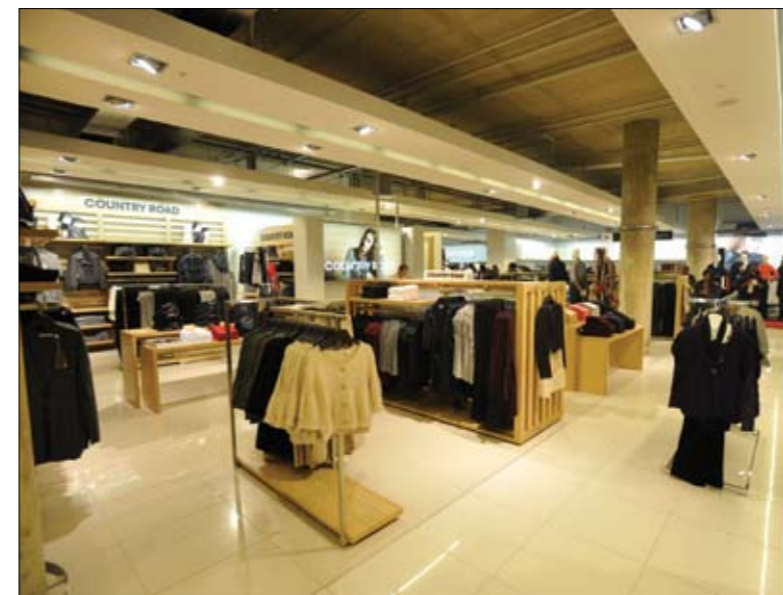
The store features an extensive beauty offering.



Woolworths Melrose Arch offers the entire Woolworths range of food.



Australian brand Country Road is available in the store.



New for Woolworths is the in-store bakery that provides customers with fresh baked bread all day long.

