

BRUNELLO CUCINELLI ESTABLISHES ITS FLAGSHIP STORE ON RUE SAINT-HONORÉ IN A BUILDING RENOVATED BY IMMOBEL AND GOLDMAN SACHS ASSET MANAGEMENT

Paris & Brussels, 9 april 2025 – Immobel is proud to announce that the Italian fashion house Brunello Cucinelli has signed a lease on the building at 277 rue Saint-Honoré in Paris. Completely refurbished and restructured by the joint venture between Immobel and Goldman Sachs Asset Management, this exceptional property comprises a generous retail space spread over three floors (basement, ground floor and 1st floor). It will house the largest flagship store of the famous Italian brand, which will also occupy the 1,200 m² of offices that complete the development. The lease was concluded with the help of SCC Vendôme, which specialises in assisting prestigious houses with their retail strategy in the centre of Paris.

A project embodying elegance and excellence

Located in one of Paris' most prestigious districts, the building previously housed a boutique & *Other Stories*, which occupied two floors (part of the H&M group), and coworking space Deskeo. Purchased by Immobel and Goldman Sachs Asset Management in July 2021, the refurbishment of this property was carried out with a view to meeting a number of challenges: streamlining the existing complex and unharmonious spaces, creating large volumes with the aim of increasing the amount of light in the building as a whole and improving the flow between the two existing buildings. This precision work, carried out in partnership with architect Fresh Architectures and contractor Fayat Bâtiment, perfectly reflects Immobel's vision: renovation that respects the existing heritage while meeting its occupant's contemporary needs and the latest environmental standards.

Shared values: expertise, quality and sustainability

In Brunello Cucinelli, this project has found the ideal occupant, in line with the quest for excellence and harmony that has guided this refurbishment. The luxury brand makes a point of reconciling craftsmanship and innovation with respect for people and nature. This vision is

perfectly consistent with that of Immobel, which places sustainable development, social responsibility and the enhancement of urban heritage at the core of its strategy.

“We are particularly proud to welcome Brunello Cucinelli to this building, which has been renovated with the utmost care. This collaboration highlights our shared commitment to create meaningful places, where aesthetics, respect for human values and innovation come together.” explains **Clémentine Morin, Director of Urban Transformation for Immobel France.**

A prestigious address with a promising future

Located in the centre of an exceptional Parisian district, 277 nestles in the stretch of rue Saint-Honoré between rue Cambon and rue Royale. This building, with its beautiful 19th century façade, symbolises the very essence of Parisian life: elegance, history and dynamism. Scheduled to open by the end of 2025, this flagship store of almost 1,041 m² will further enhance the appeal of this iconic thoroughfare and mark a new chapter in the history of Brunello Cucinelli in France. This project demonstrates that a shared commitment to sustainability, beauty and innovation can result in the perfect balance between heritage and modernity.



For further details:

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About Immobel: Immobel, established in 1863, is a prominent Belgian real estate developer specializing in creating high-quality, sustainable urban environments in premium locations that positively impact how people live, work, and play. The company focuses on mixed-use real estate projects and operates in various countries across Europe, including Belgium, Luxembourg, Poland, France, Spain, Germany, and the United Kingdom.

Its projects are defined by their innovative design, sustainability, and strategic placement in prime urban areas, ensuring long-term value and a positive contribution to the cities they transform. Immobel is committed to sustainable urban growth, integrating forward-thinking solutions into its developments across multiple markets. For more information, please go to: [immobelgroup.com](https://www.immobelgroup.com)

About Brunello Cucinelli: Brunello Cucinelli is a luxury Italian fashion house specialising in cashmere. It is also recognised for its craftsmanship and its commitment to 'humanistic capitalism'. It offers high-end fashion for men, women and children, as well as accessories including eyewear, perfume, homeware and lifestyle products. Since it was founded in 1978, the brand has embodied a unique blend of tradition, innovation and respect for people and the environment. For more information, please visit investor.brunellocucinelli.com/en

