

Russia

Leroy Merlin enters Tyumen

Leroy Merlin, international D.I.Y. retailer became an anchor tenant of the largest shopping and entertainment center in Tyumen. The new hypermarket with a total area of 14 000 m² is to be opened in 2013 and will be the first D.I.Y hypermarket in the city. Cushman & Wakefield advised the deal. Leroy Merlin entered the Russian market in 2004 with its first hypermarket in Moscow. Now the Leroy Merlin chain compromises 20 hypermarkets located in 10 cities across Russia.

The new shopping and entertainment center is situated in the growing residential district in the south of Tyumen. The total area of the building is 100 000 m² with a GLA of 75 000 m². The open parking area will have over 3 000 parking spaces. The shopping center will also have Auchan, sports goods and electronic goods, a fashion gallery, entertainment zone with a cinema operated by Kinomax, food-court and restaurants. It will be the largest shopping and entertainment center to be built in Tyumen.

The developer of the shopping center is MDS Group. The main architect is Chapman Taylor. The Retail Services team of Cushman & Wakefield is the exclusive leasing agent for the shopping center.

Mikhail Sverdlov, Associate, Retail Services at Cushman & Wakefield comments: "Retailers such as Leroy Merlin completely change the retail landscape of the city, influence consumer preferences and transfer focus to a civilized format of moden retail. The shopping and entertainment center in Tyumen is setting a new standard of retail in the city, providing an interesting mix of international retailers never present in the city."

"Tyumen is a beautiful and modern city, one of the vast expanding cities in Russia. There are a lot of new residential developments and many people do renovation in their existing apartments. We see some competition in the market, but we will be the first D.I.Y in the city and we believe in the bright perspective of Leroy Merlin operations in the city. We hope that we will meet expectations of Tyumen inhabitants due to our reasonable pricing policy, quality of services as well as professionalism and friendliness of our staff", adds Svetlana Danileiko, Communication and Government Relations Advisor, Leroy Merlin in Russia.

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