



Press release
Cesson-Sévigné, 26 November 2019

OPENING OF EXTENSION

Carmila is inaugurating 35 new stores in the extension of the Carrefour Rennes Cesson shopping centre, the leading centre in east Rennes.

Carmila, Europe's third largest listed shopping centre company, is today opening the extension of the Rennes Cesson shopping centre at Cesson-Sévigné, east of Rennes. The theme running through the centre is "The Garden Party", and the 35 new stores will focus on fashion, homeware, leisure and dining. The shopping arcade has now doubled in size, bringing the total number of stores in the centre to 70. Developed in partnership with Carrefour Property, the Rennes Cesson extension will contribute to the vigour of east Brittany in a business hub showing strong economic and demographic growth.



"We, our retailers and local partners, are delighted to be opening the extension of the Carrefour Cesson-Sévigné shopping centre today. We are proud to be contributing to the economic and commercial dynamism of the Rennes region with these 35 new stores, many of which are newcomers to east Rennes, and to be providing a place that will be a focus for the lives of local residents and their families", says Alexandre de Palmas, Chairman and Managing Director of Carmila.

A commercial centre with rapidly evolving demographics

A major retail centre since 1981, the Carrefour Cesson shopping centre **at the heart of the La Rigourdière commercial zone** east of Rennes serves **a catchment area of 396,000 inhabitants**. There is excellent access from the A84 between Caen and Rennes, the N157 to Paris and the RN136, the Rennes Ring Road that carries some 50,000 vehicles per day.

The Rennes Cesson shopping centre is close to two employment markets at the heart of a region that is booming both economically and demographically. **By 2020, the population in the catchment area of the centre is predicted to increase by nearly 11,000**, whilst **650 additional homes are planned in Les Hauts de Sévigné by 2024**.

Carmila has seized the opportunity provided by this rapidly developing environment to modernise the historic shopping centre, the local mall adjacent to the Carrefour hypermarket. It is now a real destination integrated into the region and meets the requirements of local people in its architectural modernity, product mix and sympathy with the environment.

Designed in partnership with Carrefour Property and local stakeholders, the extension project is aligned with the SCOT (*schéma de cohérence territoriale* - regional coherence programme) of the Rennes region through its participation in the reinvigoration of the region's goods and services. It has created **6,000 m² GLA of new retail spaces** in what was previously a car park, replacing that with a **200-place underground parking garage**.

Carmila and Carrefour Property have invested over €28 million in this project, work on which began in September 2018.

A common theme: The Garden Party

When considering a common theme for the new shopping centre, Carmila was inspired by two important aspects of local life: firstly **nature**, with the banks of the Vilaine river and its many delightful protected green spaces, and then the **festive spirit** so dear to the people of Rennes and synonymous with liveliness and togetherness. With these as their guides, the teams came up with a theme of The Garden Party, focusing on planted areas and friendly layouts.

Today the shopping centre offers an enriched shopping experience in a colourful and green setting: a path punctuated with surprises and special touches, centred on the well-being of customers and the environment. Smiling retailers and good humour abound!

"The theme of The Garden Party seemed obvious to us as nature plays such a large part in the way of life in Cesson-Sévigné: outdoor sport, family walks, picnics with friends and so on. Celebrations and local events are also important. We designed the centre with a strong environmental focus and a setting that is colourful and green, like a Breton garden on a festive occasion. We hope customers will enjoy browsing or taking a break with friends and family in our shopping centre", enthuses Stéphane Manach, Manage of the Rennes Cesson shopping centre.

A consistent, well thought-out architectural project

Commissioned by Carmila and Carrefour Property, the **architects of the Philippe Marraud Group** conceived a development project that would create **a contemporary whole in harmony with the initial identity of the centre and the local countryside**, projecting a positive image of the natural surroundings.

The overall impression is dynamic and simple, and is defined by materials, colours and proportions. Among the materials chosen are glass, mirrors and wood, embellished with a range of colours fluctuating between green, grey and brown that help to create an innovative contemporary setting. The architectural plan seeks to harmonise the different facades and make them more noticeable from the public space through the use of lively, colourful store windows punctuated with matt or mirrored cladding and a succession of origami-inspired awnings that fold and unfold throughout the site, creating a play of light and shade on the facade.

The accent is on the comfort and quality of the customer path, which are achieved through an extensively planted concourse with a canopy.

In order to facilitate traffic flow and increase parking capacity, an underground car park has been created, increasing the **total number of parking places to 1,600 and including 12 dedicated spaces for electric vehicles.** A cycle path linked to the urban network has also been created, together with a rest area that has a playground for children and picnic tables. There are also 94 parking spaces for cycles, 12 of which are equipped to recharge electric cycles. Visitors arriving by public transport will have direct access to the centre from the La Rigourdière bus stop. It should be noted that in 2018, 7% of visitors came to the centre on foot, by bicycle or on public transport.



With the well-being of customers and the environment in mind, **Carmila has designed an interior that harmonises with the exterior, focusing on festive nature through the theme of The Garden Party.** Green columns and walls, trees, alcoves for birds, flooring reminiscent of grass, a sky-like ceiling, playful and artistic lighting with big apples and strawberries will embellish the centre.

The mall is punctuated by rest areas in which visitors can **relax, charge their mobile phones, connect to free broadband Wi-Fi** or accompany their children to the playgrounds. A large screen displays information about the centre and the stores and there are **two recycling areas where customers can dispose of their waste and recyclables**.

A comprehensive family-oriented range of goods and services

In response to the requirements of Rennes consumers, Carmila has modernised the site's range of goods and services - which initially focused on the Carrefour hypermarket and stores providing services - and now offers a breadth of range geared towards providing a pleasurable shopping experience.

The offering has now been enhanced with 35 new stores focusing more on personal and household goods, leisure activities and dining.

Carmila's regional business teams based in Rennes have created a consistent merchandising mix prioritising regional banners such as **Bessec shoes, Yves Rocher, Iona Bis** and the **Bonobo** and **Cache-Cache** brands of the **Beaumanoir Group**. The new stores in the centre include **over 50% of independents and local franchisees**.

"Fashion addicts" can count on many ready-to-wear and accessory brands such as **H&M, Mango, By Izea, Courir, Promod, Naf-Naf, Cache-Cache, Devred, Kaporal, Pimkie, Un jour Ailleurs, Caroll, Moa, Kidiliz, Macadam Basket, and Made in Dé**.

In the world of Health & Beauty, the centre will house hairdresser and barber **La Barbe de Papa, Avril, La boutique du Coiffeur, Nicole - a perfumier and well-being brand for which this will be the second sales outlet in France and the first in a shopping centre - and Yves Rocher**, while a new extended **pharmacy** opened a few weeks ago.

The site is boosting its restaurant offering with **Holly's Diner**, the first location of this US restaurant concept in the area, **B-Chef** and **Pitaya**, which are joining Brioche Dorée, McDonald's, Burger King, La Trattoria and Chocolats de Neuville.

The centre also offers a strongly family-oriented offering (which will be welcome as Christmas approaches!) with the arrival of **Repaire des Sorciers**, which is devoted to the magic world of Harry Potter, and the **Atelier Lego**, which will appeal to younger and more experienced Lego fans alike.

Histoire d'Or moves into a new store, **Marc Orian** is one of the new brands and **Maisons du Monde** joined the shopping centre in October 2017.

10 new brands for the Rennes area

Fashion/Personal items: By Izea, Crazy Kids, Dalery, Kidiliz, Made in Dé

Health & Beauty: Nicole, La Barbe de Papa

Restaurants: Holly's Diner

Specialist shop: Ci Gusto (e-cigarettes)

New in the Carrefour Rennes Cesson hypermarket

Extending the shopping centre provided an opportunity to **renovate** and **redevelop** the entire sales area of the Carrefour Rennes Cesson store (9,755 m²). New signage and a new visual identity will make shopping easier for customers and provide a more comfortable experience. The store aisles have been made wider and brighter, so are now more practical and convenient.

As part of Act for Food - the practical action programme for better eating - the Carrefour Rennes Cesson hypermarket has a **new dedicated area for organic products, the first in Brittany**, with 8,000 products and a new layout: loose products, now including groceries and cereals; local organic products; loose seasonal fruit and vegetables without plastic packaging; non-food products; a self-service area for fresh traditional and organic products and a section with themed educational events. Called **Bio Experience**, this area will help customers to find out about and adopt a healthier, local and responsible consumption pattern by holding regular events. They will take the form of **cooking workshops** and are open to all, enabling staff to interact with customers and tell them about the benefits of organic food.



An environment-friendly shopping centre

As Carmila is committed to protecting the environment, it was keen to **improve the environmental performance** of the site, which was borne out by the awarding of “**Very Good**” **BREEAM certification in the design phase**. The architectural choices also take account of the new RT 2012 thermal efficiency regulations. The play of light on the facade enables the plants to be used as an element in both the internal and external architectural composition.

The plan **incorporates the character of the surrounding landscape by retaining special plants** such as the age-old sessile oaks and chestnut trees. Many dogwoods, crawling junipers, osmanthus and hornbeams have been planted to embellish the concourse and the pedestrian walkway. Small shrubs and grasses add to the green spaces, which cover a total of almost **3.7 hectares**. Insect hotels, bird boxes and a beehive managed by a local beekeeper also contribute to the project, combining fauna and flora.

Carmila and Carrefour Property are both committed to preserving biodiversity and have launched a **campaign in partnership with Reforest'Action**, a privately-financed tree-planting organisation in France. **7,000 trees will be planted in the Pont Calleck forest in Morbihan in Autumn 2020** through this partnership, improving the rich biodiversity of the area whilst sustainably storing carbon.

A hub of economic activity driving local employment

A leading player in the local economy, the extension of the Rennes Cesson shopping centre will **leverage local employment through the recruitment of a wide range of skills**. 40 companies were involved in the construction work, **80% of them from the region**. A further 100 companies (with some 300 employees) helped to fit out the new stores.

Particular importance was placed on recruiting jobseekers from the region and integrating them into the workplace. The shopping centre therefore held a “job dating” day in September in collaboration with Pôle Emploi and the local authorities, to recruit staff for the new stores. Over 1,000 applicants were interviewed for **110 positions in the stores**. **The extension has helped to create 110 additional jobs (in addition to the 259 employees already working in the Carrefour hypermarket and the 73 in the shopping arcade) so there are now 432 permanent employees on the site.**

The shopping centre has also embarked on a partnership dynamic with local organisations and players as part of its events programme, for example with **Glaz Arena** (show tickets), **Club de Hand Rennais** and vocational college **Lycée Louis Guilloux de Rennes**, which will participate in the inaugural evening event.

A friendly opening celebration coinciding with the festive season

Many events are being held between **27 November and 14 December to celebrate the opening of the extension** and enable customers to explore the new retail, leisure and restaurant offering whilst rediscovering the shopping centre.

A **digital treasure hunt** will give lucky customers the opportunity to win over 300 prizes from the retailers.

The opening also coincides with Christmas, with many events being held to enable young and old to enjoy fairytale moments with their families. A “Winter Garden” dome will house two games terminals where customers can try their luck at winning the value of their shopping (€7,000) or a family trip to Lapland (€4,000). Of course, **Santa will be delighting children at his throne from 13 December.**

As part of its active support for local innovation, the shopping centre has forged a partnership with **French'Tech de Rennes** and will be featuring a 3-D screen that can be viewed without special glasses – a first in a shopping centre!

Key figures

Rennes Cesson in figures

396,000 residents in the catchment area

70 stores and restaurants

11,500 m² shopping mall

50% of the retail offering renovated

€28 million of works

14 months of construction work

80% of the construction undertaken by Breton companies

432 jobs in total, i.e. **110** new jobs

3.7 hectares of green spaces

7,000 trees planted as part of a reforestation initiative

Carrefour Rennes Cesson - list of stores and restaurants

HYPERMARKET

CARREFOUR Hypermarket

BEAUTY & HEALTH

ADOPT Health & Beauty
ALAIN AFFLELOU Health & Beauty
AVRIL Health & Beauty
BEAUTY-SUCCESS Health & Beauty
BODY MINUTE Health & Beauty
FRANCK PROVOST Hairdresser
LA BARBE DE PAPA Hairdresser
LA BOUTIQUE DU COIFFEUR Hairdresser
NICOLE Perfume
OPTICAL DISCOUNT Health & Beauty
PHARMACY Health & Beauty
SAINT ALGUE Health & Beauty
YVES ROCHER Health & Beauty

JEWELLERY - ACCESSORIES

DONJON Jewellery
HISTOIRE D'OR Jewellery-Accessories
MARC ORIAN Jewellery-Accessories
MOA Jewellery-Accessories

SHOES - LEATHER GOODS

BESSEC Shoes
DALERY Leather goods
ELSEWHERE Leather goods
SAN MARINA Shoes

DECORATION, HOUSEHOLD GOODS

MAISONS DU MONDE Household goods

LEISURE

ATELIER LEGO Leisure

CARREFOUR VOYAGES	Leisure
FESTI	Leisure
LE REPAIRE DES SORCIERS	Leisure
MICROMANIA	Leisure

READY-TO-WEAR / PERSONAL ITEMS

BONOBO	Ready-to-wear
BY IZEA	Ready-to-wear - women
CACHE CACHE	Ready-to-wear
CAROLL	Ready-to-wear
COURIR	Ready-to-wear
CRAZY KIDS	Ready-to-wear - children
DARJEELING	Lingerie
DEVRED	Ready-to-wear
FORMUL	Ready-to-wear
H&M	Ready-to-wear
IONA BIS	Ready-to-wear - women
JULES	Ready-to-wear
KIDILIZ	Children's multibrand
KAPORAL	Ready-to-wear
MACADAM BASKET	Basket Ball
MADE IN DE	Ready-to-wear - multibrand
MANGO	Ready-to-wear
NAF NAF	Ready-to-wear
OBAIDI	Ready-to-wear - children
OKAIDI/	Ready-to-wear
PIMKIE	Ready-to-wear
PROMOD	Ready-to-wear
TAPE A L'ŒIL	Ready-to-wear
UN JOUR AILLEURS	Ready-to-wear

RESTAURANTS AND FOOD RETAIL

B CHEF	Restaurant
BURGER KING	Restaurant
CHOCOLATS DE NEUVILLE	Chocolatier
HOLLY'S DINER	Restaurant
LA BRIOCHE DOREE	Restaurant
LA TRATTORIA	Restaurant
McDONALD'S	Restaurant
PITAYA	Restaurant

SPECIALIST SERVICES AND RETAILERS

5 A SEC	Services
CARREFOUR BANQUE	Services
CI GUSTO	e-Cigarettes
ESPACE SFR	Services
FEU VERT	Garage
MAG PRESSE	Services
MISTER MINIT	Services
ORANGE	Services
PHOTOMATON	Services

Practical information

Address: Centre Commercial Rennes Cesson – Zone d'Activité la Rigourdière 35510 Cesson-Sévigné
Opening hours: 9:30 am to 8:00 pm, Monday to Saturday
Open on Sunday 15 and 22 December - Shopping mall: 10:00 am to 6:00 pm / Hypermarket: 9:00 am to 7:00 pm
[Website](#) / [Facebook page](#)

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About the Carrefour Cesson Shopping Centre



Opened in 1981, the Carrefour Cesson shopping centre is located to the east of Rennes, in a highly dynamic area. Serving a catchment area of 396,000 inhabitants, it has offered a full range of 70 shops and restaurants since November 2019, along with a refurbished Carrefour hypermarket. To find out more: <http://www.carrefour-cesson.fr/>

About Carmila



Carmila was founded by Carrefour and a number of major institutional investors in order to increase the value of shopping centres adjoining Carrefour stores in France, Spain and Italy. As at June 30, 2019, its portfolio comprised 215 shopping centres in France, Spain and Italy, all leaders in their respective catchment areas and valued at a total of €6.4 billion. Inspired by a true retail culture, Carmila's teams include all the expertise needed to ensure commercial appeal: sales, digital marketing, specialty leasing, shopping centre management and asset management. Carmila is listed in Compartment A of the Euronext Paris Stock Exchange under the CARM symbol. It falls under the specific tax regime for listed property investment companies ("SIIC"). Carmila joined the FTSE EPRA/NAREIT Global Real Estate (EMEA Region) indices on September 18, 2017. Carmila joined the FTSE EPRA/NAREIT Global Real Estate (EMEA Region) indices on September 24, 2018.