

59  
CORSO  
BUENOS  
AIRES

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AIRES





Located in the center of Milan, Corso Buenos Aires is the longest shopping street in Europe. The Italian counterpart of Paris's Avenue des Champs-Élysées or London's Oxford Street, this internationally-recognized shopping mecca, featuring about 300 international brands stretching over one kilometres, offers one of the highest footfall areas in the city.

At the heart, and spanning over 8,000 square metres, 59 Corso Buenos Aires is an unparalleled new retail destination.

A prominent corner site, featuring an impressive 80-metres double-height frontage guaranteeing incomparable visibility, presents an exceptional opportunity for international brands to reach an affluent, diverse and sophisticated clientele in this highly sought out shopping quarter.

With layouts designed for flexibility, retailers have the luxury of choosing from six varying modern spaces allowing optimal configurations to make a uniquely bold statement and set their brand above the rest on Milan's longest shopping street.

# Milan. Financial capital. Culture leader.

The beating heart of Italy's finance and industrial system, Milan is a leading city in the global scene.

With its fast-paced growing economy, Milan sets the bar high in different fields, spanning from fashion, design, art, and entertainment to education, technology and scientific research.

Charming, distinct and definitely exuding a character of its own, Milan offers an interesting juxtaposition of tradition and modernity, making it a unique and compelling destination to explore.

With historic buildings coexisting harmoniously with the recently developed glass skyscrapers, the city showcases a unique eclectic skyline.

A city known for shopping, Milan accounts for approximately 12% of Italy's GDP and Milanese spend 30% more per capita than the rest of the country – ranking sixth in Europe, ahead of capitals such as Paris and London.



Milan is home to more than 3.000.000 people, making it the second and the eighth most populous city in Italy and Europe, respectively.

Thanks to the wide variety of industries represented here, many in the vibrant business services sector, Milan is the city with the highest rate of employment in Italy and among the highest in Europe, reaching almost 70% in 2017.

## 3<sup>rd</sup> LARGEST ECONOMY

ITALY IS THE 3<sup>rd</sup> LARGEST ECONOMY IN THE EUROZONE *(Source // Sole 24 ORE)*

## 1.9% ECONOMIC GROWTH

MILAN'S ECONOMIC GROWTH IN 2018. IT MAKES UP AROUND 10% OF THE NATIONAL GDP *(Source Assolombarda)*

## 6<sup>th</sup> HIGHEST SPEND

MILAN RANKS 6<sup>th</sup> IN EUROPE IN SPEND PER CAPITA JUST BEHIND MUNICH AND STOCKHOLM AND AHEAD OF PARIS AND LONDON *(Source Assolombarda)*

## 60% FOREIGN INVESTMENT IN ITALY

TAKES PLACE IN MILAN *(Source Assolombarda)*

## 32% MULTINATIONALS

THAT OPERATE IN ITALY ARE LOCATED IN MILAN *(Source Assolombarda)*

## 46.7 MILLION

ANNUAL PASSENGERS PASS THROUGH MILAN'S THREE AIRPORTS *(Source Milan Airports)*

This means the solid presence of both National and International headquarters. Out of the top ten global multinational corporations, seven have offices in town, including Apple, Google, Berkshire Hathaway, Microsoft, ICBC, Novartis and GE. Milan continues to attract a high caliber workforce of well-traveled people with purchasing power, captivated by the high-quality Italian lifestyle. In addition, both national and foreign students are drawn by the city's excellent educational opportunities, including eight universities, the prestigious Bocconi University and Politecnico University among them, both ranked among the ten best universities in the world.

## 2.6 BILLION RETAIL SPEND POTENTIAL

CORSO BUENOS AIRES SERVES SOME OF THE MOST AFFLUENT RESIDENTS IN ITALY

With its high concentration of corporations, Milan boasts more business travelers than Vienna, Madrid and Berlin. In addition, thanks to its transport network and its key location, the city acts as a bridge for easy access to EMEA markets with three major airports serving the city: Linate located just 30-minutes from the city centre; Malpensa in the nearby town of Varese; and Orio al Serio in Bergamo. Additionally, a developed subway system, currently comprising four lines – and a fifth under construction – efficiently connects Milan's many boroughs, while a high-speed railway service links Milan to Rome in less than three hours.



# Corso Buenos Aires.

## A go-to location.











Thanks to the high concentration of stores and food destinations flourishing the streets that intersect Corso Buenos Aires, this neighbourhood is a go-to location not only for retailers, but also for international hotel chains. Among them, Spanish NH has announced the 2019 opening of a high-end 122-room hotel just a short walk away.

At the same time, the proximity to the city’s historic centre and green spaces, the efficient public transport system ensuring ease of commuting, as well as the attractive retail and dining scene all contribute to Corso Buenos Aires being one of the most appealing residential markets in Milan.





With its mixed-use developments, blending urban-style living with walkable communities, Corso Buenos Aires, which is currently receiving a makeover of its footpaths to widen them and to make them more pedestrian-friendly, cultivates both residential and commercial audience and attracts an immense amount of interest and foot traffic. A surveillance camera system guarantees high safety standards in the shopping district.

### TRANSPORTATION AND DISTANCES







#### Subways

 LIMA	4 min	
 PORTA VENEZIA	13 min	
 LORETO	2 min	
 CAIAZZO	6 min	
 CENTRALE FS	13 min	



#### Tramways

 5 33	Porta Venezia	11 min	
 1	Vitruvio	9 min	





#### Buses

 60 81	Vitruvio	9 min	
 92	P.le Loreto/Pergolesi	2 min	
 39 90 91	V.le Gran Sasso	8 min	









#### Train station


 FS Centrale	13 min	
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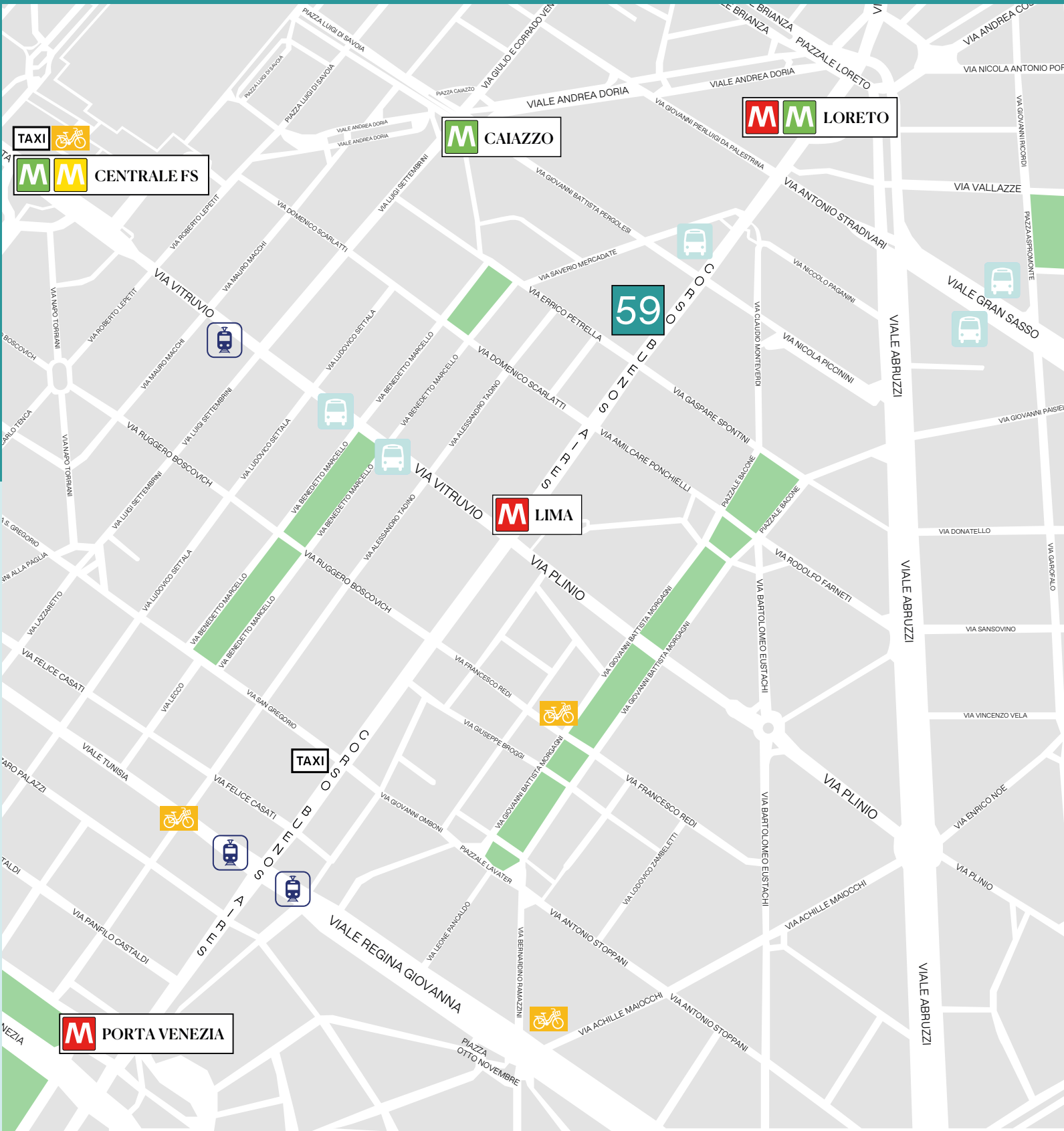
#### Airports

 Milano Linate	36 min	
 Milano Malpensa	67 min	

#### Taxis ranks

 Corso Buenos Aires	9 min	
 Via Camillo Finocchiaro Aprile	18 min	
 Centrale FS	13 min	
 Via Andrea Costa	11 min	

 Parkings for bike sharing



One of Milan's busiest and most dynamic streets, Corso Buenos Aires, the longest shopping avenue in town, is the epicentre of one of Italy's biggest retail districts. Boasting the highest concentration of clothing stores in Europe, Corso Buenos Aires is the ultimate shopping destination for both the Milanese population and international visitors.



**Corso Buenos Aires is home to one of Milan's most prominent shopping districts. Over 300 brands – including Zara, H&M, Sephora, Nike, Muji and Calvin Klein, to cite a few – have chosen to have a significant retail presence on the 1.2 kilometres stretch, Milan's longest shopping street. What is it about this pivotal artery that connects the centre of Milan with the business and industrial districts in the North of the city that is so appealing?**

First of all, the people. Nearly 7,000 individuals pass through Corso Buenos Aires every hour, making it the Milanese street with the second highest foot traffic and one of the top 30 European shopping locations for sheer number of visitors.

Served by three different subway stations, Corso Buenos Aires is also conveniently located a short walk from Milano Centrale, the city's main railway station and bus terminal that connect the city with its three airports, where over 46 million passengers travel every year.

## 6,900 FOOTFALL PER HOUR

It's the 2<sup>nd</sup> highest in Milan and just 20% behind Corso Vittorio Emanuele.

# Corso Buenos Aires: shopping leads the way.



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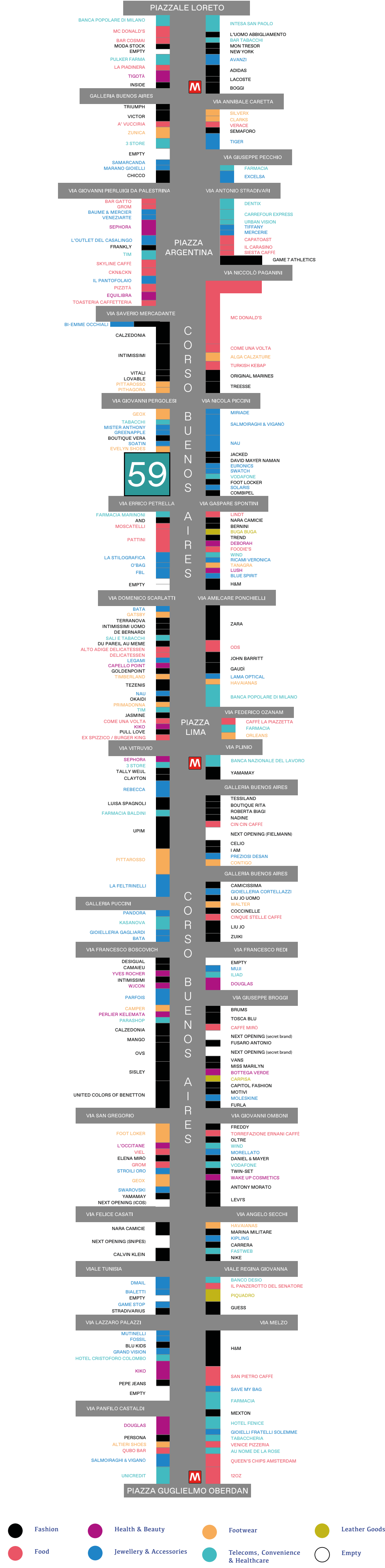
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the  
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leads  
the  
way.







# 59 Corso Buenos Aires. A future of large numbers.

Located on Corso Buenos Aires and Via Errico Petrella, a cornerstone location in the heart of one of Europe's most recognised and bustling shopping streets.

The over 8,000 square metres site offers an entire block of double-height retail frontage along Corso Buenos Aires and its large floor areas give big box retailers some of the most unique and rivalled spaces in Milan.

Large, highly customisable retail units, with floor areas spanning from 1,100 square metres to 1,700 square metres, defined by a contemporary, pristine and logical design.

A new residential offering located directly above and behind the retail spaces will span over 20,000 square metres, and create 166 modern, energy-efficient apartments featuring an independent entrance on Via Errico Petrella. The residential spaces, which overlook a large interior court, will attract the new generation of homeowners looking for smart, innovative real estate solutions in the beating heart of the city.











# Elevation.

With its double-height windows allowing an abundance of natural light, the voluminous spaces and Corso Buenos Aires’ huge street presence, this unique site represents an unparalleled opportunity for retailers to perfectly create an engaging customerfocused experience that can positively impact sales and brand equity.

Modern spaces designed for flexibility allow retailers the luxury of choice. Each space can be occupied in its entirety or sub-divided into optimal configurations to allow for multiple stores.



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BASEMENT



GLA

STORE 1		
FLOOR	DEST.	SQM
S1	retail	389
S1	storage	20
PT	retail	722
P1	retail	609
TOTAL STORE 1		1.740

STORE 2a		
FLOOR	DEST.	SQM
S1	retail	26
S1	storage	-
PT	retail	428
P1	retail	628
TOTAL STORE 2a		1.082

STORE 2b		
FLOOR	DEST.	SQM
S1	retail	680
S1	storage	35
PT	retail	489
P1	retail	-
TOTAL STORE 2b		1.204

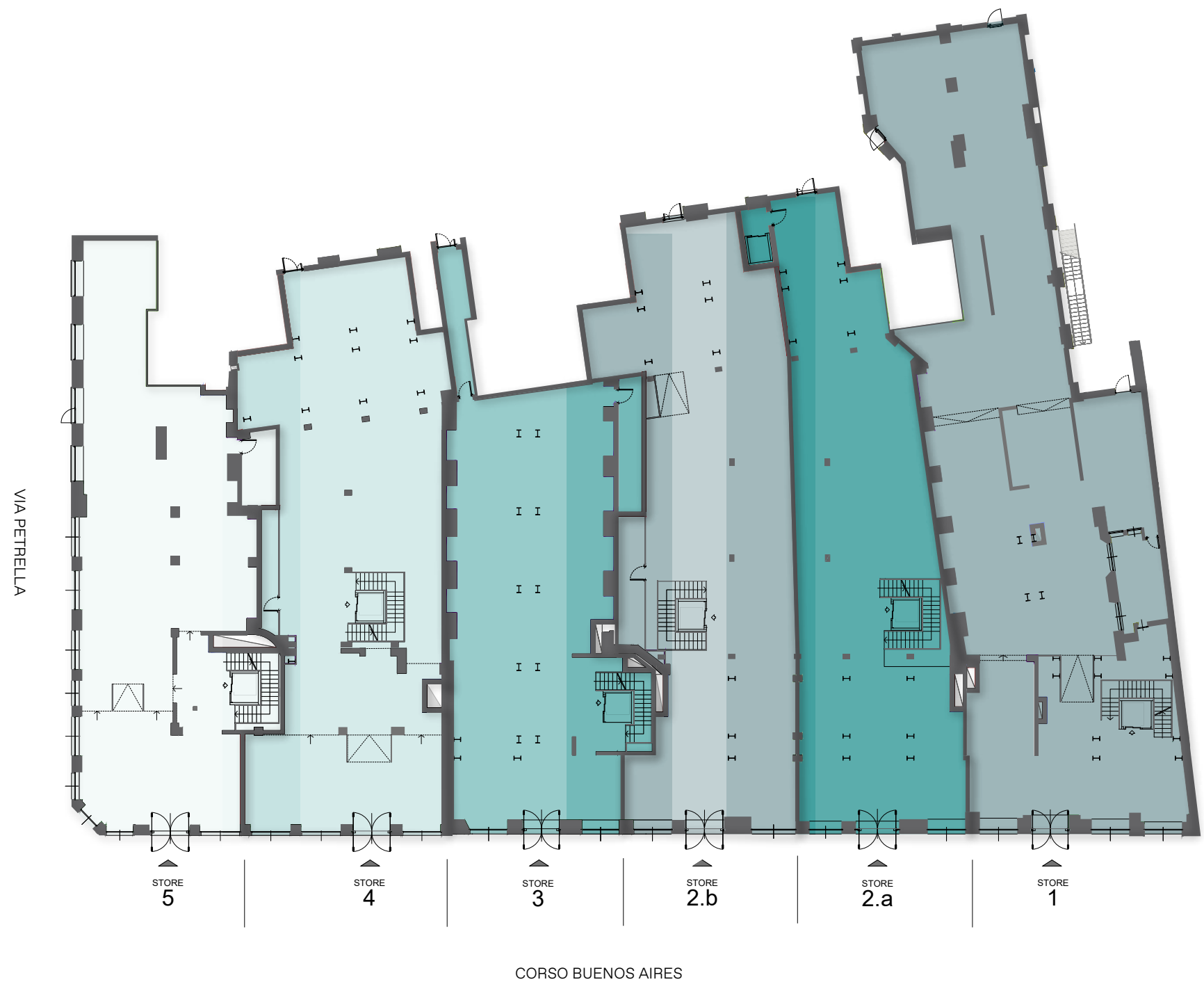
STORE 3		
FLOOR	DEST.	SQM
S1	retail	427
S1	storage	32
PT	retail	404
P1	retail	426
TOTAL STORE 3		1.289

STORE 4		
FLOOR	DEST.	SQM
S1	retail	468
S1	storage	101
PT	retail	500
P1	retail	463
TOTAL STORE 4		1.532

STORE 5		
FLOOR	DEST.	SQM
S1	retail	452
S1	storage	57
PT	retail	469
P1	retail	419
TOTAL STORE 5		1.398

TOTAL RETAIL		8.245
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GROUND



GLA

STORE 1		
FLOOR	DEST.	SQM
S1	retail	389
S1	storage	20
PT	retail	722
P1	retail	609
TOTAL STORE 1		1.740

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S1	storage	57
PT	retail	469
P1	retail	419
TOTAL STORE 5		1.398

TOTAL RETAIL		8.245
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FIRST



GLA

STORE 1		
FLOOR	DEST.	SQM
S1	retail	389
S1	storage	20
PT	retail	722
P1	retail	609
TOTAL STORE 1		1.740
STORE 2a		
FLOOR	DEST.	SQM
S1	retail	26
S1	storage	-
PT	retail	428
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TOTAL STORE 2a		1.082
STORE 2b		
FLOOR	DEST.	SQM
S1	retail	680
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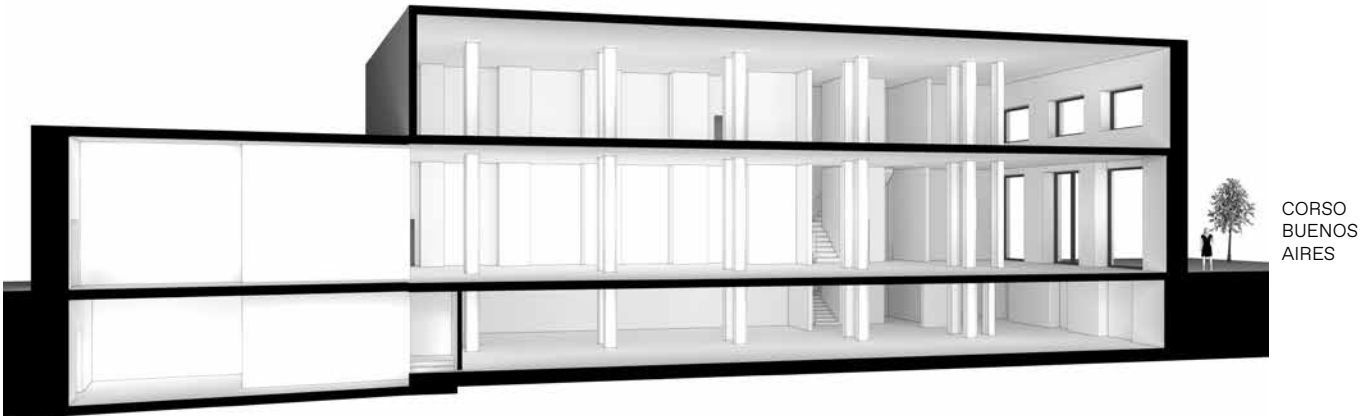


STORE  
1



CORSO  
BUENOS  
AIRES

STORE  
3



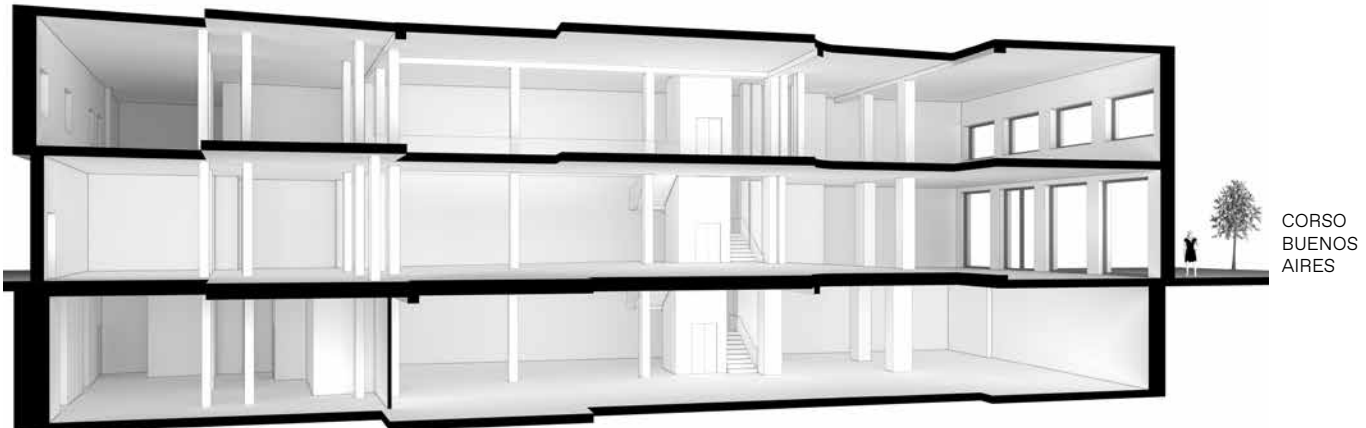
CORSO  
BUENOS  
AIRES

STORE  
2.a



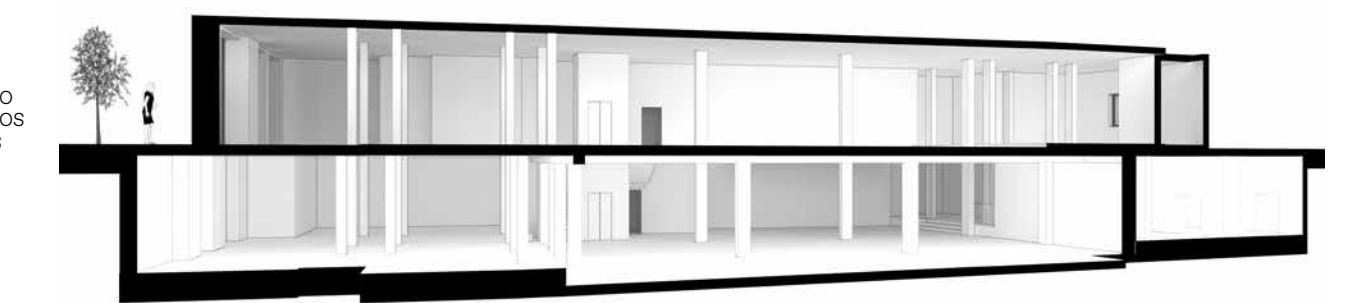
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AIRES

STORE  
4



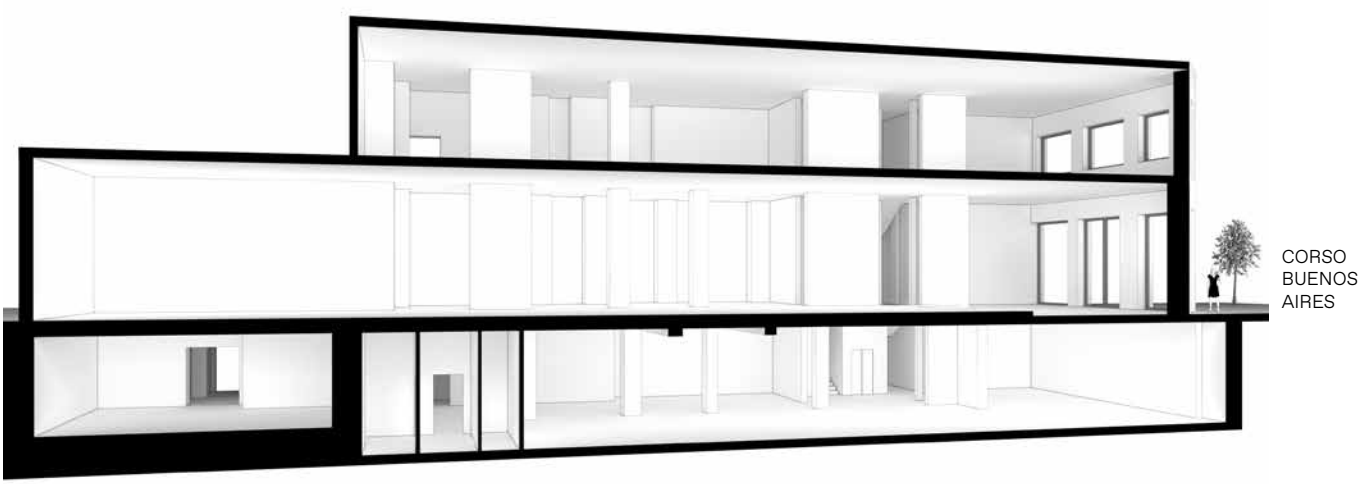
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AIRES

STORE  
2.b



CORSO  
BUENOS  
AIRES

STORE  
5



CORSO  
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Meyer Bergman, in partnership with Milan-based real estate specialist Kryalos – a leader in the development of major retail projects in Italy – have defined an extensive renovation plan of the site to make it functional and appealing for international retailers, while preserving its most authentic spirit strongly linked with its district.

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Advisor

Agent

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Bergman**

**KRYALOS**

**Rustioni&partners**  
REAL ESTATE ADVISOR

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