

Düsseldorf, June 06, 2023  
Pressemitteilung

## **Westfield Hamburg-Überseequartier: URW brings further partners on board with Tommy Hilfiger and Calvin Klein and ensures progressive diversification of the brand mix with market entries in the fashion & lifestyle sector**

With flagship stores by Calvin Klein and Tommy Hilfiger as well as Phase Eight and Hobbs as new partners, Unibail-Rodamco-Westfield (URW) Germany continues to enhance the profile of the Premium Loop in the vicinity of the Breuninger Department Store. With the stores at Westfield Hamburg-Überseequartier, Phase Eight and Hobbs announce for the first time their market entries in the brick and mortar retail sector in Germany. In addition, Calzedonia and Intimissimi enrich the brand mix with extraordinary store concepts.

Constantin Wiesmann, Director of Leasing Austria & Germany at Unibail-Rodamco-Westfield, says: "The brand mix at Westfield Hamburg-Überseequartier in general, but also specifically in the fashion & lifestyle sector, will set new standards across the industry. We combine global brands with national brands and, in parallel, young, up-and-coming labels with local champions with strong regional roots. In this way, we ensure an extraordinary diversification of the offer and create a retail and lifestyle experience that will not be found a second time in Germany. The new partnerships fit very well with this ambition."

**Tommy Hilfiger** is one of the world's leading designer lifestyle brands, inspiring and representing the modern American spirit in a distinctive way. Tommy Hilfiger will open a flagship store on 350 square meters at Westfield Hamburg-Überseequartier – directly at the entrance to the Premium Loop, one of the main axes in the quarter, which also leads to the Breuninger Department Store. **Calvin Klein** is known worldwide for its unmistakable combination of minimalist design language with provocative imagery and uncompromising authenticity. At Westfield Hamburg-Überseequartier, Calvin Klein will open a flagship store with 280 square meters in the premium environment of the quarter.

London fashion brand **Phase Eight** is the go-to destination for premium-quality, head-to-toe looks for all events. Their contemporary, feminine styles are designed to empower and inspire with unique hand-painted prints, modern silhouettes and a focus on sustainability. With the 340 square metre store at Westfield Hamburg-Überseequartier, it is announced for the first time that the brand will enter the brick and mortar retail sector in Germany with its own store. **Hobbs**, like Phase Eight, is based in London and offers luxurious women's fashion, delighting customers with timeless British style and distinctive craftsmanship. Hobbs is opening its first store in Germany at Westfield Hamburg-Überseequartier on an area of 260 square meters. The shop will be located directly next to the Phase Eight store in the Premium Loop.

In recent months, URW has already announced partnerships with Hugo Boss, Lacoste, GANT, Scotch & Soda and Rituals for the premium loop.

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Aesthetics, elegance, sensational advertising and marketing campaigns - all this is associated with the Italian brand **Intimissimi**. Intimissimi will open an extraordinary store with a two-storey shop front on just under 100 square meters at Westfield Hamburg-Überseequartier. **Calzedonia** is another Italian brand moving into Westfield Hamburg-Überseequartier, specializing in elegant swimwear, leggings and stockings. In an unmissable location in the young fashion cluster in the vicinity of PULL&BEAR, Bershka and Stradivarius, Calzedonia will open the doors to a new store.

### **Westfield Hamburg-Überseequartier: Urban regeneration**

At Westfield Hamburg-Überseequartier in Hamburg's HafenCity district, a total of 14 buildings are under construction for a new vibrant destination with outstanding architecture and a unique mix of uses. Retail, entertainment concepts and more than 40 gastronomy units are closely coordinated with a total of 579 apartments, offices for 4,000 workplaces, three hotels and a cruise ship terminal. The quarter is optimally integrated into the local infrastructure with its own metro station, bus lines and various mobility services. The mixed-use project comprises a total area of 419,000 square metres and will be realised by Unibail-Rodamco-Westfield by spring 2024.

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### **About Unibail-Rodamco-Westfield**

Unibail-Rodamco-Westfield is an owner, developer and operator of sustainable, high-quality real estate assets in the most dynamic cities in Europe and the United States.

The Group operates 78 shopping centres in 12 countries, including 45 which carry the iconic Westfield brand. These centres attract over 900 million visits annually and provide a unique platform for retailers and brands to connect with consumers. URW also has a portfolio of high-quality offices, 10 convention and exhibition venues in Paris, and a €3 Bn development pipeline of mainly mixed-use assets. Currently, its €52 Bn portfolio is 87% in retail, 6% in offices, 5% in convention and exhibition venues, and 2% in services (as at December 31, 2022).

URW is a committed partner to major cities on urban regeneration projects, through both mixed-use development and the retrofitting of buildings to industry-leading sustainability standards. These commitments are enhanced by the Group's Better Places 2030 agenda, which strives to make a positive environmental, social and economic impact on the cities and communities where URW operates.

URW's stapled shares are listed on Euronext Paris (Ticker: URW), with a secondary listing in Australia through Chess Depositary Interests. The Group benefits from a BBB+ rating from Standard & Poor's and from a Baa2 rating from Moody's.

For more information, please visit [www.urw.com](http://www.urw.com)

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