

# THE ROYAL EXCHANGE

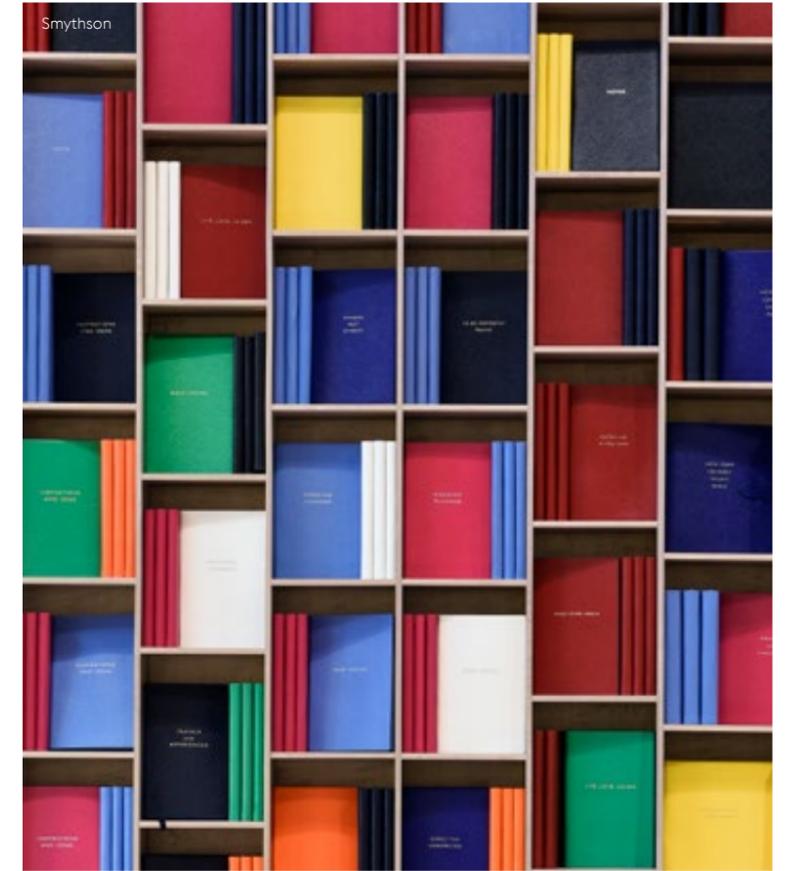




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Penhaligon's



Smythson



Church's

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Georg Jensen

When you join the brands at The Royal Exchange, you join a destination that is known for quality



# WELCOME TO THE ROYAL EXCHANGE



Since acquiring The Royal Exchange in 2013, Oxford Properties has taken a strategic approach to creating a house of contemporary luxury in the heart of the City. Our deep understanding of the area's distinct demographic means we can target the needs of our local audience and curate a unique shopping environment. Our vision is to provide best-in-class shops and services, with a collection of boutiques that engage and cater to the every need of our City client.

Enhancing our retailers' visibility is a focus of our investment, which is why we are making external improvements to the scheme, including bold canopies, new lighting and clear signage. We are building a strong brand identity for The Royal Exchange, promoting it as the City's foremost luxury-shopping experience.

Our brands will be supported by an enhanced infrastructure, including targeted marketing campaigns, events and a focused social-media strategy, plus a dedicated General Manager on site. This approach means we capitalise on the City's loyalty to luxury brands, ensuring the long-term success of The Royal Exchange.

# A SPECIAL TYPE OF SHOPPER



40% of all shoppers are from the top-two CAMEO groups



There are approximately 340,000 workers within the Square Mile, and a further 600,000 in the City



The City is ranked fourth in the central-London retail market\*



Average spend for jewellery & watches is almost £1,000 per person per visit



Shoppers who dwell for 30-60 minutes spend, on average, £550 per visit



70% of shoppers are male, 30% are female



Average health & beauty spend is £59 per person



Average clothing & footwear spend is £226 per person



The City is ranked second in the UK for worker spend (£230m per annum)

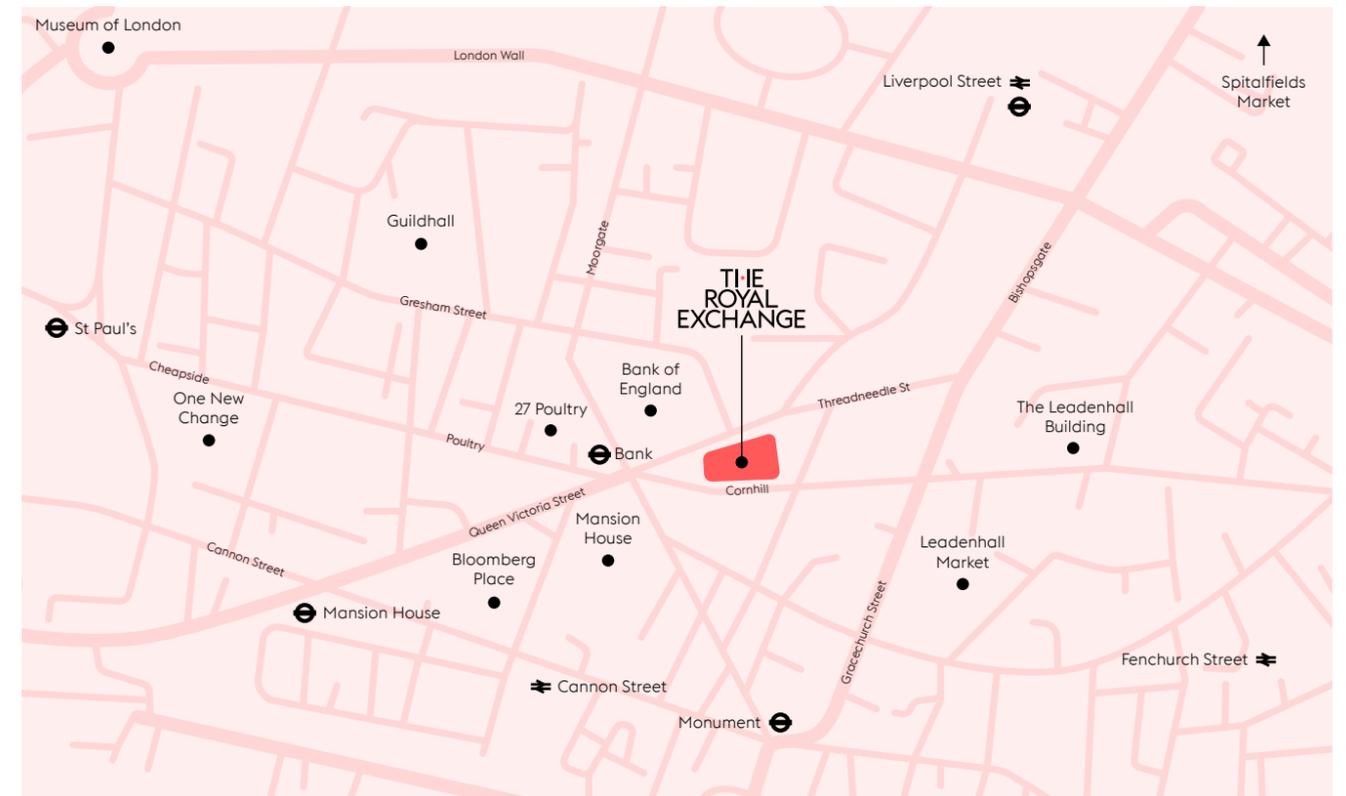
\*PMA City of London Retail Report

# AN UNRIVALLED LOCATION.



The Royal Exchange is a highly desirable shopping destination, and a natural home for Leica, with its rich heritage and prominent position. It is important for us to create beautiful stores in premium locations where our customers like to shop, and The Royal Exchange is a perfect fit for our brand

JASON HEWARD, MANAGING DIRECTOR, LEICA CAMERA



Shoppers are:  
26% Londoners  
49% local workers  
25% tourists

90,000 people use Bank/Monument station every day (TFL)

A UNIQUE  
LOCATION AT  
THE HEART  
OF THE CITY.





Bremont

THE BOUTIQUES



The Royal Exchange's commitment to quality and expert service provides the perfect environment for the world of Jo Malone London

KAREN DURNIN, SALES DIRECTOR,  
JO MALONE LONDON



Montblanc



Boodles



The Royal Exchange is an oasis of calm and luxury within the bustling City. Here, we offer the same Bond Street service just metres from the office

JAMES AMOS, DIRECTOR, BOODLES

# CURATED LUXURY BRANDS.

The brands at The Royal Exchange have been chosen to create a one-stop luxury shopping experience for the City. Since acquiring The Royal Exchange in 2013, we have taken a strategic approach to curating the boutiques, and our ambition is to house the best-in-class brands for each product category.

We offer an unparalleled collection of watch and jewellery brands, including Bremont, Tiffany & Co. and Omega. Luxury leather goods can be found at Smythson and at Sage Brown, and fragrance and skincare at Jo Malone London and at Penhaligon's. Church's, Crockett & Jones and Pretty Ballerinas provide well-made footwear, while Hermès has been chosen for its covetable fashion pieces. Technology is a new sector for The Royal Exchange, demonstrating the breadth of our ever-growing retail offering, with Leica's iconic cameras leading the field.

The Royal Exchange is known not only for its discerning brands, but for the consistently high quality of products on offer. Our City demographic expects excellence, and our boutiques deliver that with design, quality and service. These are the trademarks of all our brands, and of The Royal Exchange itself.



Leica



Hermès

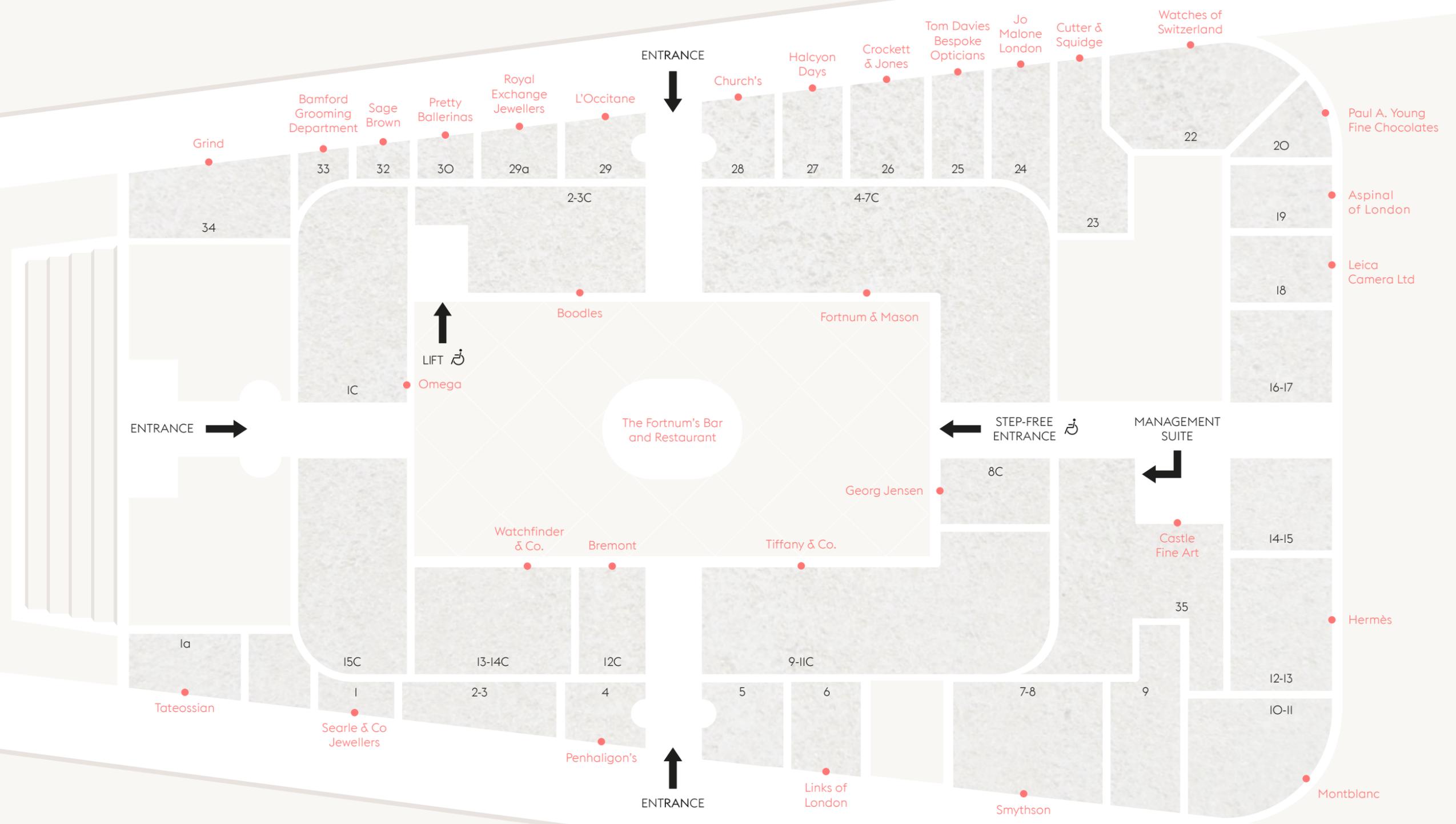
THREADNEEDLE STREET

ENTRANCE

ENTRANCE

ENTRANCE

BANK EXIT 3



CORNHILL



# ENGINEERED FOR SUCCESS.

We understand that it takes more than an impressive location to succeed in today's retail landscape, and when you join The Royal Exchange, you will benefit from an infrastructure that is designed to support your business and ensure it thrives.

The Royal Exchange is of key importance to Oxford Properties, and we are investing heavily in all areas of the scheme to create a new, contemporary brand that will elevate and distinguish The Royal Exchange from its competitors. We also have a new events strategy founded on our deep understanding of the City demographic. We've invested in the people we believe are necessary for success, including a dedicated General Manager and a highly experienced security and hospitality team.



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The Royal Exchange has an infrastructure that is designed to support your business and ensure it thrives



## BENJAMIN BLACKABY, GENERAL MANAGER AT THE ROYAL EXCHANGE

### What does your role as General Manager entail?

I manage The Royal Exchange and the distinct demands of the luxury retail destination. This includes liaising with our retailers daily and working with our PR and marketing teams to offer bespoke events and activations to drive footfall and sales. Managing such an iconic building in the City of London, it is vital for us to form local relationships to develop that community feel.

### What's an average day like for you?

I start the day with a team meeting to discuss any activations or planned works, followed by a site inspection to ensure the highest presentation standards have been met. Monitoring the performance levels of all contractors means we can maintain these standards. I also liaise with potential

new brand partners on everything from initial viewings to fit-out applications.

### How does The Royal Exchange cater for the City demographic?

As well as having a retail mix that suits the City customer, our occupants know the City worker is extremely busy and will personalise the guest experience to meet individual needs. In addition to offering a personal experience, they can also arrange large corporate gifting.

### And how does The Royal Exchange support its retailers?

We have specialist marketing and PR teams who liaise closely with all occupants, supporting the promotion of new product launches and activations. There is an annual events and PR calendar where we encourage participation from our retailers. We remain proactive in supporting all brand partners and are reactive when required.

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Our retailers know the City worker is extremely busy and will personalise the guest experience to meet individual needs

# OUR VISION.

When Oxford Properties acquired The Royal Exchange in 2013, the building had suffered from a lack of vision and investment for a number of years, and it was always our mission to realise the true potential of this historic scheme. We have ambitious plans to refurbish the building, beginning with new lighting and signage, and the installation of vibrant canopies to the outside retail units. Our investment and long-term strategy will ensure that The Royal Exchange flourishes as the City's premier shopping and dining destination for many years to come.



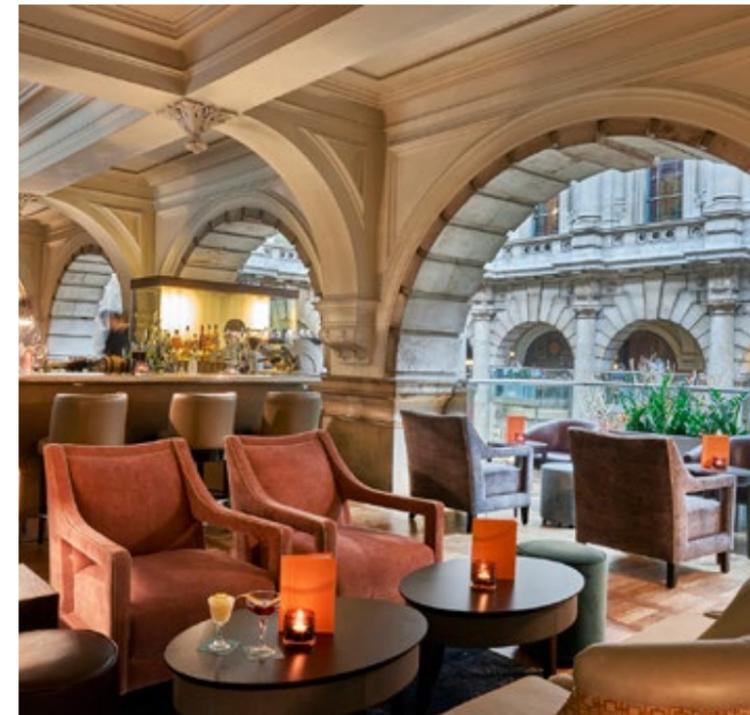


# A FEAST FOR THE SENSES.

At the centre of the spectacular main courtyard is the signature Grand Café. Open from 8am, this stylish bistro welcomes a variety of visitors throughout the day, starting with the morning rush of those holding breakfast meetings and catch-ups over coffee. After hours, the space can be transformed into a sophisticated evening venue, with neighbouring City workers descending to unwind with a glass of wine or champagne.

Ensclosed in the beautiful mezzanine area that overlooks the courtyard is the elegant Threadneedle Bar and French fine-dining restaurant Sauterelle. Part of the renowned D&D London restaurant group, Sauterelle specialises in modern European cuisine inspired by the French region of Provence and the coastal region of Liguria in northwest Italy.

## FOOD & DRINK



After hours, the space can be transformed into a sophisticated evening venue



EXECUTIVE HEAD CHEF STEFANO LEONE

### What is your professional experience?

Before joining The Royal Exchange in 2014, I was executive chef at Quaglino's in Mayfair, and before that head chef at the Mandarin Oriental, Hong Kong. My experience in luxury restaurants and international cuisine made The Royal Exchange a natural next step for me.

### What is unique about The Royal Exchange?

It's the location and the history behind the building. Also, unlike other destination restaurants, we offer a very broad menu. It's an extremely special place.

### So, what inspires your menus?

The menus have Mediterranean roots and an Italian influence, as well as borrowing a little from my childhood – for example, a dish like buffalo mozzarella with Oscietra caviar and balsamic is inspired by Rome, where I come from. In Italy, we normally eat the mozzarella with anchovies, but at Sauterelle, we wanted to do something different.

### How do you balance working across both the Grand Café and Sauterelle?

The two are very different, but complement each other well. I'm more present on a day-to-day basis at Grand Café, where we serve food all day, whereas in Sauterelle, I create the menu with the head chef and he takes care of everyday operations.

### What kind of special events do you host?

We have spaces that can be customised to suit different occasions: there are two private-dining areas, which are always busy, and we also host many corporate events. We ensure that, whatever the event might be, it will always exceed the customer's expectations.



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The Royal Exchange is in a fantastic position in the heart of the City, and we are thrilled to be situated within the opulent courtyard

GILES ENGLISH, CO-FOUNDER,  
BREMONT WATCH COMPANY



“  
A glorious arcade featuring some of the globe's most prestigious retailers

LIBERTY LONDON GIRL

From live music to events to fine dining, The Royal Exchange has a singularly stylish offering

# A DYNAMIC DESTINATION.

A strategic approach to marketing and events is key to the success of The Royal Exchange, and we are investing in both. We have created a new brand that is bold, contemporary and timeless. This brand is here to stay and is part of Oxford Properties' long-term vision of the building's future. It is the beginning of a new and exciting chapter that will see the building celebrated as the City's only luxury shopping destination. This message is clearly expressed on the new website, which is full of editorial content and original photography that supports and showcases our boutiques.

There is a digital strategy in place, designed to engage with our demographic and relevant influencers, driving awareness and, crucially, footfall and sales.

We are focused on producing an original and engaging calendar of events to draw prominent members of the media as well as consumers to the building, and regularly collaborate with journalists and bloggers to create content that results in increased coverage and patronage. This robust and targeted strategy, which hinges on our deep understanding of The Royal Exchange shopper, supports and fosters the success of our occupiers.



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A digital strategy is in place, driving awareness and, crucially, footfall and sales





# OUR ADVOCATES.

Our long-standing relationships with journalists and bloggers mean that The Royal Exchange is always well represented in the press. We understand the power of third-party endorsements, and regularly collaborate with writers and influencers, accessing their networks to make sure our target audience knows about The Royal Exchange and all it has to offer.



## OUR ADVOCATES



The City may be one of the greatest concentrations of wealth on the planet, but apart from sandwiches, it isn't an easy place to spend some of that filthy lucre. The shining exception is The Royal Exchange, the 19th-century temple of commerce next to the Bank of England, now home to the Square Mile's biggest concentration of luxury shops

ROBERT JOHNSTON, GQ



Originally a thriving hub of activity and enterprise, the historic building may have changed a lot over the years, but the spirit of the shopkeepers remains the same

LUX WORLDWIDE



The Royal Exchange is one of the most inspiring of London's great landmarks

CITY AM



The Royal Exchange is my secret shopping weapon

FASHION FOR LUNCH



If you have a weak spot for luxury goods and enjoy being in a luxurious environment but don't enjoy the crowds, The Royal Exchange should be your shopping destination of choice

FASHION MUMBLR



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