

## LC Waikiki store to premiere at Green park MC in Nizhnevartovsk

**Nizhnevartovsk, 02.03.2020** – An international fashion retailer store **LC Waikiki** will premiere in Nizhnevartovsk as part of the **Green park MC** (GBA - 90,300 m<sup>2</sup>, GLA - 50,700 m<sup>2</sup>). The corresponding leasing agreement was signed in February 2020 via consulting support by **LCM Consulting**.

As part of the Green park MC, the **LC Waikiki** premier store will occupy a location within the fashion gallery on the ground floor with a total store area of **1,250 m<sup>2</sup>**.

LC Waikiki started in 1988 and has over 1000 stores in 47 countries today. The rapid pace of development, as well as competent international expansion brought the company to one of the leading positions in market segment. In terms of Russia, the brand has gained popularity due to the excellent quality of goods, constantly updated collections and affordability. Over the years of work within Russian market, the company has formed a wide base of loyal customers, certainly inspiring purchases with a trendy design and large-scale advertising policy.

At Green park MC, LC Waikiki will become one of the key players in the fashion segment. The residents of Nizhnevartovsk will be able to evaluate the format of modern retail premises and high-quality network service.

**Green park MC (GBA – 90 300 m<sup>2</sup>, GLA – 50 700 m<sup>2</sup>)** will become the largest shopping and leisure center in Nizhnevartovsk, combining the high-quality component of retail, as well as modern leisure and entertainment, hotel and office and sports areas. The Green Park MC building includes 6 levels, of those one underground level with 515 parking spaces out of total 900 available. The complex will hold over 100 stores, among the declared tenants of the project: **Perekrestok, Eldorado, Detsky Mir, Leonardo, Chitai Gorod, L'Etoile, LC Waikiki, department stores of the Polish fashion giant LPP - Mohito, Cropp, House, Sinsay; The Snow Queen, Gloria Jeans, O'Stin, Love Republic, Befree, Galamart** and many others. The total share of tenants of the anchor and sub-anchor segment will reach about 60% of GLA, and the fashion gallery area will exceed 55% of the GLA of the Green Park multifunctional complex.

*Green park MC goes on with unique premieres for Nizhnevartovsk. Next in line is the premiere LC Waikiki store. It's not just clothing for adults and children from a world-famous brand, it is also top quality, affordable prices and constantly updated assortment within a modern and fashionable interior of a store itself, – says Alexei Sezin, head of brokerage department at LCM Consulting, a transaction consultancy company. – LC Waikiki will be one of the key representatives of the fashion segment at Green park MC, with the latter aiming to take a leading position among retail real estate of Nizhnevartovsk. The teamwork of LCM Consulting and the project developer is all about fulfilling this task.*

The opening of Green Park MC (First Phase) is scheduled for the **III quarter of 2020**. As part of the project, LCM Consulting acts as **an exclusive broker and consultant**.

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### ABOUT LC WAIKIKI:

Founded in 1988, LC Waikiki has been serving under the roof of LC Waikiki Retail since 1997 with the mission "Everyone deserves to dress well" and its approach of "affordable fashion" in Turkey. LC Waikiki continues to grow for 32 years both in Turkey and abroad. LC Waikiki, the leader of the ready-to-wear sector, operates with 1,000 stores and 47,700 employees in 47 countries today.

[www.lcwaikiki.com](http://www.lcwaikiki.com) (Russian version: [www.lcwaikiki.ru](http://www.lcwaikiki.ru))

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### ABOUT GREEN PARK MC:

Green park multifunctional complex (GBA 90 300 sq. M, GLA 50 700 sq. M) is a modern conceptual shopping and entertainment center for family fashion shopping and unique entertainment. The complex will

be located at the central square of Nizhnevartovsk (Neftyanikov Square), at the intersection of main highways, within the area of multi-storey residential buildings.

Green park will combine the conceptual shopping, comfortable office and hotel and large-scale leisure components. Green park will hold more than 100 stores, a multiplex cinema, a leisure entertainment center, a fitness center, restaurants, cafes, a food court, a hotel, and a conference area. A parking will be equipped at the underground level of the complex, which together with the ground parking zone will provide about 900 parking spaces.

The project developer is the group of companies RIA-Invest-Group. LCM Consulting has been appointed as a consultant and broker. The complex is preparing to open in the III quarter of 2020.

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#### **ABOUT LCM CONSULTING:**

Russian consulting company LCM Consulting is a professional consultant in retail real estate. Company provides comprehensive services to developers, retailers and investors in the capital and regional markets. LCM Consulting specializes in consulting, brokerage and shopping center management in the Russian regions. Services to developers include geomarketing research, architectural design, concept development, brokerage, PM management, legal and financial support, marketing.

The portfolio of LCM Consulting projects includes more than 1.5 million square meters of retail real estate, including operating shopping centers, objects at the design and construction stage. The business geography covers more than 25 regions of Russia. The company operates in Moscow, St. Petersburg and the regional centers of the Leningrad Region, Pskov, Smolensk, Saransk, Saratov, Yaroslavl, Nizhnevartovsk, Kemerovo etc.

LCM Consulting is an exclusive broker and consultant of Green park MC.

<http://lcm-consulting.ru/>

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