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Paris brand wraps up Mayfair

29 November 2013

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Parisian-based cashmere brand Franck Namani is to open its first UK store on Mayfair's Davies Street.

The retailer has signed a 20-year lease on the ground floor of 33 Davies Street, which totals 7,621 sq ft of retail space, at £700,000 a year, equivalent to £235/sq ft.

The scheme is a joint venture between Grosvenor and Stow Capital Partners, and has 28,856 sq ft of office space above. Franck Namani's store will open in June 2014.

Franck Namani has three stores — two in Paris and one in Geneva — and the London debut signals the start of its international expansion plans, although there are no current plans for further UK stores.

It will open in New York in 2015 and then Tokyo.

Franck Namani, founder of the brand, said: "33 Davies Street was the obvious answer, combining both tradition and some of the world's most renowned fashion brands."

CBRE and Wilson McHardy advised Grosvenor and Stow; Cushman & Wakefield advised Franck Namani.

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