



# Top brands line up for Mall of Africa

## SHOPPERS' PLAYGROUND: ZARA, GAP, JO MALONE LONDON TO OPEN STORES

»» **Top international fashion brands have grasped the opportunity to be part of the birth of what some say will soon become Africa's premier shopping destination.**

**Ray Mahlaka**

**A**tterbury Property's Mall of Africa development is on track for its opening next year, with more heavyweight international fashion retailers announced at the R3.2 billion shopping centre.

Located on both sides of the N1 between Midrand and Sandton, the mall is slowly taking shape for completion on April 28 next year. Atterbury has partnered with JSE-listed property development fund Attacq on the development.

### New arrivals

In October, the developers confirmed Cotton On and Hennes & Mauritz (H&M) were part of Mall of Africa's tenant mix, as talks to secure Zara at the time were pending.

Atterbury this week unveiled a throng of international fashion retailers – including Zara, GAP, Forever New, River Island, Mango, Lipsy London, Tommy Hilfiger, Express US and Jo Malone London, among others.

Cotton On will occupy two floors of the 130 000m<sup>2</sup> mall that will offer more than 300 stores and parking for 6 500 vehicles to the estimated 1.3 million consumers

expected to visit each month. It has been designed to accommodate later expansion to 150 000m<sup>2</sup>.

Atterbury's Mareli Vorster, who is responsible for leasing at Mall of Africa, says it is already 83% let – representing 100 000m<sup>2</sup> of the total gross lettable area.

"We have been picky and we have a very specific idea of who we want and where. There were sufficient offers on the table," says Vorster.

South Africa has seen an influx of international fashion retailers over the past five years, opening up more choice for consumers. Global retailers are exploring Africa's growth markets as Europe and the US recover from the 2008 financial crisis.

Retail space was deliberately held back to accommodate international fashion retailers.

The mall, which is now three-and-a-half years in the making, is South Africa's largest retail single-phase development, says director of retail at Atterbury Cobus van Heerden.

"This is the first centre to be constructed in one phase, while others have been done in many phases," says Van Heerden.

What also makes it unique, Van Heerden says, is that Mall of Africa is an infill development, drawing consumers from Waterfall City's nearby commercial and residential space that is set to rival Sandton.

### Branching out

Van Heerden says more space could be added to the mall's southern restaurant wing.

A taxi rank in the mall's basement is planned to support the Gautrain bus routes crisscrossing Waterfall City.

In the long term, the Rea Vaya Bus Rapid Transit System routes could also be accommodated.



**GOING UP.** The view from Mall of Africa looking south toward Johannesburg. Nestled snugly between Joburg's northern suburbs and the rapidly expanding Midrand, Mall of Africa is ideally located to benefit from the close proximity of a large number of consumers.

Picture: Desiree Swart