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Jimmy Choo to open in Melbourne's iconic Chadstone Shopping Centre

Glamorous accessories maker Jimmy Choo has announced plans to open a store at Chadstone Shopping Centre. This will be the first time that the luxury brand, which is favoured by celebrities across the globe, will open its doors in Melbourne.

Stuart Macrae, General Manager Leasing for Colonial First State Property Management, said: 'This significant milestone for Jimmy Choo in establishing their flagship Melbourne store reinforces Chadstone's position as Australia's premier shopping destination. Our intensive asset management approach to leasing and our strong retail relationships with international brands enables us to attract high quality retailers such as Jimmy Choo.'

"Following the opening of the first Jimmy Choo boutique in Sydney on Castlereagh Street in January of this year, we are pleased to announce our first retail presence in Melbourne in Chadstone Shopping Centre. Consistent with the company's global retail expansion strategy and firmly positioning Jimmy Choo in the luxury retail market, this opening continues the upwards momentum of growth in Australia." said Joshua Schulman, Chief Executive Officer, Jimmy Choo.

The first Jimmy Choo stand-alone boutique in Melbourne will be managed by Valiram Group. Other Jimmy Choo boutiques managed by Valiram Group include the Sydney store on Castlereagh as well as Singapore and Malaysia.

Joshua Schulman further added, "In the Valiram Group, we have found the perfect partners to share our vision for the development of the brand. We are very excited about the opening which will enable us to establish Jimmy Choo in the Australian market and to achieve our development goals even more rapidly."

The new Jimmy Choo store will be housed in the latest development to be undertaken by Colonial First State Property Management at Chadstone, which is due for completion by the end of 2009.

'This latest development is all about building on the Fashion Capital positioning and we are currently progressing negotiations with a number of other international brands, which will continue to place Chadstone amongst the best centres in the world,' said Stuart Macrae.

Chadstone was recently named Australia's best performing shopping centre by Shopping Centre News in its annual 'Big Guns 2008' survey results. This is the seventh year in a row that Chadstone has received the recognition with an outstanding 2007 Moving Annual Turnover (MAT) of \$1,000,502,360, making Chadstone the first shopping centre in Australia to reach \$1 billion in annual sales.

Colonial First State Property Management is one of Australia's largest asset management and property development groups with more than \$15 billion in assets under management, including \$11 billion in retail assets. This includes 34 shopping centres across Australia with combined sales of \$7.5 billion and 4,000 retail tenancies. It has more than \$3 billion



Colonial First State Property
Management
PO Box 104
Chadstone Shopping Centre
Victoria 3148
Telephone: +61 3 9936 1222
Facsimile: +61 3 9936 1333
Website: www.cfspm.com.au

worth of retail development projects in the pipeline, with \$1.6 billion dollars of projects currently under development.

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For further information contact:
Malvina Zayats
Communications Manager
Colonial First State Global Asset Management
Telephone + 61 2 9303 67 46
Mobile + 61 416 229 056
Email mzayats@colonialfirststate.com.au