

# Press Release



1 October 2024

## **GPE signs Gaggenau for new global flagship store at Orchard Court, W1**

GPE has announced today it has let 6,900 sq ft of retail space on a 10 year lease at 6/7 Portman Square, Orchard Court, W1 to luxury brand for professional-grade home appliances, Gaggenau. The brand will relocate from its current unit at 40 Wigmore Street, doubling its footprint occupying a prominent position on Portman Square.

Gaggenau is set to commence extensive refurbishment works in the coming months and it will be the anchor of GPE's newly marketed 'Portman & Wigmore', which includes 1/9 Portman Square and 132/142 Wigmore Street, W1; creating a striking new location for high end retail and showroom use. Gaggenau's flagship will provide high-quality home appliances, with an emphasis on innovation.

**Sarah Goldman, Head of Retail at GPE, commented:** "We are delighted that Gaggenau will be opening its new flagship at Portman Square. As one of the leading luxury home appliance brands, the decision to relocate from globally recognised Wigmore St and increase its footprint within the West End highlights the appeal of our central location at Portman & Wigmore, and shows we are committed to strengthening the retail offer."

**Simon Richmond, Head of Gaggenau UK, added:** "Each of our new flagships around the world offer a unique experience to our consumers as well as our customers. We are excited to launch our latest flagship at Portman Square, W1. We have always had a great confidence in this area of the West End and having successfully showcased our products here for many years, we believe our increased investment and presence in London will be well received in the Capital."

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