

**20th June 2011**

## **More Midtown retail landlords can work together to generate better returns**

Former CB Richard Ellis and Cushman & Wakefield's Josephine Campos e Sousa, newly-appointed retail specialist at Farebrother, is calling on more Midtown landlords and developers to work together to attract public realm improvements, create retail identities for areas and deliver better-configured units to attract a stronger tenant mix and so generate better returns.

"Mid to upper market brands will cluster in Midtown if offered better units in improved locations. There are a quarter of a million, AB classified office workers in Midtown but improvements to key areas have been rare. The revamped Chancery Lane, supported by the Chancery Lane Association, will become an attractive location for National and International brands. Better configured units in hubs with a retail identity should be a given in any market - a challenge some Midtown landlords are beginning to work together to overcome." Josephine commented.

Josephine has joined Farebrother as a Senior Surveyor in its Retail Leasing & Development Team. Josephine will concentrate on both landlord and tenants' retail representation and leasing instructions, across London and the UK. Josephine will be helping to promote retail rental growth opportunities in Midtown and her International experience gained working for clients such as J.P. Morgan, Barclays Bank, Swarovski, Accessorize and H3 in major developments, will help accelerate projects.

## **ENDS**

A portrait of Josephine is attached or available upon request.

## **Farebrother**

Farebrother is an established, multidisciplinary practice of property advisers and surveyors whose core business is to provide office and retail brokerage, investment, landlord & tenant and management services to occupiers, investors and developers in Central London. A private practice since 1799, three partners have become Lord Mayors of London. The Practice acts for funds, estates, property companies, occupiers and private individuals, including PRUPIM, CBI and City of London.

## **Midtown**

The Midtown market broadly extends to Euston Road in the North, the Thames in the South, Farringdon Street/Road in the East and Trafalgar Square/Tottenham Court Road in the West. Major occupiers include Goldman Sachs, Deloitte and Warner Bros. The proportion of occupiers from creative sectors; fashion, media, internet and IT has increased in recent years, with brands such as Grey London, McCann Erickson, Agent Provocateur and Ben Sherman relocating to Midtown.

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