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OBSERVATORY OF CROSS-BORDER RETAIL & FOOD 2024

A special curated selection by MAPIC.
Hot global retail & food brands looking for cross-border expansion.

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Welcome to our exclusive ***Observatory of cross-border retail & food*** showcasing a curated selection of the most promising brands set for international expansion. As the world continues to get more global, retailers are increasingly seeking opportunities beyond their home markets, driven by consumer demands and the will to convince a new audience. This guide brings together a diverse array of brands from various sectors such as fashion, food & beverage, leisure and more, with **a special focus on expansion in the main European markets**: France, Italy, the United Kingdom, Germany and Spain.

The retail industry today is fast-changing, and it is becoming essential for all players to understand the new retail equation in order to thrive. The rise of e-commerce, omnichannel strategies, and the demand for personalized and diverse shopping experiences have redefined shopping destinations. Moreover, trends such as ***sustainability, original and immersive experiences, and localized consumer engagement*** are pushing brands and property owners to think creatively and strategically as they expand internationally.

Over the past year, our expert team has meticulously hand-picked the brands featured in this guide and exchange about their expansion plans for the following years. Each company has demonstrated ***exceptional growth potential, unique market positioning, and a commitment to excellence***. Whether through innovative product offerings, breakthrough business models, or impactful brand stories, these brands stand out as new gems and leaders in their industries, ready to extend their reach to new markets and consumers across the world.

We invite you to connect with these exciting brands, each of which embodies the future of global retail.

The MAPIC Team

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%ARABICA

JAPAN

Brought by AK Consulting

Year of creation: 2014

Number of existing shops:
200 shops around the world,
China: 83, Kuwait: 17,
UAE: 16, 7 in Japan,
Americas: 9, Europe: 5

%Arabica is a Japanese specialty coffee brand known for its minimalist design, high-quality beans, and precision in brewing. Originating in Kyoto in 2013, the brand has grown globally, reaching 200 locations, captivating coffee lovers with its sleek aesthetics and commitment to excellence. Each %Arabica café is a space where coffee culture is elevated, offering a refined experience that blends tradition with modernity. Whether it's the meticulously sourced beans or the attention to detail in every cup, %Arabica embodies a passion for coffee that resonates worldwide.

EXPANSION PLANS

Type of location

High-street

Countries of expansion

France, Netherlands, Germany and Portugal

Average shop size

60-80 m²



CBD.FR

FRANCE

CBD.fr is a leading brand in the CBD industry, committed to offering high-quality products and exceptional customer service.

Our franchises are dedicated to maintaining the highest standards and contributing to the growth of the CBD market. By collaborating with us, you join a network of passionate entrepreneurs focused on innovation and customer satisfaction.

Year of creation: 2023

Number of existing shops: 9

EXPANSION PLANS

Type of location

Commercial center / Center city

Countries of expansion

Spain, Italy, Germany, Czech Republic

Average shop size

30m² to 70m²



DJ LAB

FRANCE

Year of creation: 2021

Number of existing shops:

Over 100 stores

Be a DJ, 24/7, with our self-service booths. Professional gear for recording, shooting videos, training, or simply having fun.

DJ Lab provides complete autonomy and accessibility for DJs, allowing them to book and use studios at any time. Rent by the hour or subscribe for continuous access. The DJ industry is rapidly expanding, with a growing demand for high-quality, flexible studio spaces. With low investment and high returns, DJ Lab offers an autonomous business model, perfect for those seeking passive income.

Let's revolutionize the DJ experience together.

EXPANSION PLANS

Type of location

Center City, must be accessible 24/7

Countries of expansion

France, Switzerland, Italy, Romania

Average shop size

30m² to 70m²



DUNE LONDON

UK

Year of creation: 1992

Number of existing shops:

UK: 52, Ireland: 4,
Switzerland: 2

Over 100 franchise stores
across UAE, Saudi Arabia, Qatar,
Kuwait, Bahrain, Oman, India,
Pakistan, Australia, Philippines,
Nigeria, Malta, Croatia, Serbia,
Libya and Algeria.

Leading affordable luxury footwear and accessories brand in the UK with a global footprint. Outstanding product design and quality, “Designed in London, worn around the world”.

EXPANSION PLANS

Type of location

Malls and Designer Outlets

Countries of expansion

UK, Germany, France, Netherlands, Belgium

Average shop size

180m²



FAT PHILL'S

NETHERLANDS

Brought by SEEDS Consulting

Year of creation: 2019

Number of existing shops:

Netherlands: 20

United Kingdom: 1

Fat Phill's™ is a fast-casual brand famous for its smash burgers, American-style sandwiches, cheese sauce and loaded fries. Since its creation in 2019, Fat Phill's has quickly established a presence in all main Dutch cities, and it has been recently crowned the fastest growing restaurant brand in the Netherlands.

In September, Fat Phill's™ has opened its first UK location in Central London, with 100 locations planned for the next 10 years. Expansion in Germany is also underway, with an opening in Munich. With its strong social media following, highly differentiating restaurant design and unique product range, Fat Phill's™ is proven to drive footfall to any shopping and leisure scheme, as well as travel locations.

EXPANSION PLANS

Type of location

High street, Mall inline, Mall food court, Leisure destinations, Retail Park, Travel, Drive-thru

Countries of expansion

UK, Germany, Netherlands

Average shop size

Mall food court / Travel: 40m² (450 sq ft), High street / Mall inline / Leisure: 150m² (1,600 sq ft) to 250m² (2,700 sq ft), Drive-thru / Retail Park: 250m² (2,700 sq ft)



FAUCHON

FRANCE

Year of creation: 1886

Number of existing shops:

More than 60 shops & cafés in Asia (Japan), in the Middle East Region (Koweit, Qatar...), in Europe (France, Switzerland, Monaco...), etc.

FAUCHON, global expert in contemporary French gastronomy since 1886.

The FAUCHON Group embodies the art of French living around the world. With over a century of contemporary French gastronomic expertise, FAUCHON presents its extensive knowledge and exacting standards throughout its brand extensions including patisserie and gourmet foods, fine dining and cafes, boutique shops and retail, five-star hospitality in 15 countries.

EXPANSION PLANS

Type of location

Department stores, shopping malls, airports, train stations, streets

Countries of expansion

New locations in Europe and the Americas to expand its network of corners, retail shops and FAUCHON Cafés.

Average shop size

20 m² for a corner, 70 m² for a shop, 250 m² for a café



FOOT KORNER

FRANCE

Brought by AVS Retail Consulting

Year of creation: 2005

Number of existing shops:

France: 70

Belgium: 2

Germany: 1

We are a French retailer with more than 80 stores in France, Belgium and Germany. We mainly sell sportswear fashion of the most famous brands such as Nike, Adidas, Under Armour, Puma, Asics, etc.

More than 50% of our turnover is made with our own brand “Foot Korner” and almost 10% of our global revenue is from our ecommerce business. Our claim is “The street dresses the street” being the only brand and retailer to consider the new urban generation.

EXPANSION PLANS

Type of location

Big malls, High Streets

Countries of expansion

Italy, Germany, Spain

Average shop size

Between 200 and 300 m²



GOIKO

SPAIN

Year of creation: 2013

Number of existing shops:

Spain: over 100

Opening in France, Portugal, Andorra and Italy

GOIKO is the pioneer and leading force behind the gourmet burger market in Spain. Our vision is to become the first global brand to democratize the gourmet burger experience. In 2013, founder Andoni Goicoechea opened the first GOIKO without knowing the incredible journey ahead. Fully booked restaurants, a buzz of word-of-mouth, FOMO, and rapid expansion soon followed! By 2018, this overwhelming success attracted the attention of L Catterton (LVMH), which acquired an 80% stake. The next phase? Professionalization and international expansion. GOIKO accelerated its growth, establishing a presence in France, and from 2021, through the WOW International Alliance joint venture, expanded into Portugal, Andorra, and Italy. The result? 118 Goiko restaurants in just 10 years. The appetite for GOIKO is insatiable and only growing stronger!

EXPANSION PLANS

Type of location

High street, mall, retail park, airports, train stations

Countries of expansion

France, Italy, Spain, Germany, UK

Average shop size

150-450m²



GUESS JEANS

USA

Year of creation: 2024

Number of existing shops:
5 stores in the USA

GUESS JEANS is a West Coast lifestyle brand with roots in the brand's 40-year denim history. Conceived by Nicolai Marciano, GUESS JEANS embodies the next era of denim fashion with a commitment to sustainability and cutting-edge innovation. GUESS JEANS offers a full line of core basics focusing on denim that encapsulates the timeless essence of GUESS, seamlessly blending the brand's rich heritage with a contemporary perspective.

EXPANSION PLANS

Type of location

Focus on street for main EU cities and key shopping malls

Countries of expansion

Italy, Germany, UK and Europe

Average shop size

150-300m²



KRISPY KREME

USA

Year of creation: 1987

Number of existing shops:
Over 14,000 points of access
across 40 countries

Headquartered in Charlotte, N.C., Krispy Kreme is one of the most beloved and well-known sweet treat brands in the world. Our iconic Original Glazed™ doughnut is universally recognized for its hot-off-the-line, melt-in-your-mouth experience. Krispy Kreme operates in more than 35 countries through its unique network of fresh doughnut shops, partnerships with leading retailers, and a rapidly growing Ecommerce and delivery business with more than 14,000 fresh points of access. Our purpose of touching and enhancing lives through the joy that is Krispy Kreme guides how we operate every day and is reflected in the love we have for our people, our communities and the planet.

EXPANSION PLANS

Type of location

All types of locations

Countries of expansion

Italy, France, UK, Spain, Germany, Benelux, Eastern Europe

Average shop size

From 2 to 1,000 m²



LA BOTTEGA DEL CAFFÈ

ITALY

Year of creation: 2002

Number of existing shops:

40 coffee shops in Italy

La Bottega del Caffè offers a new concept in Italian coffee bars, offering the best coffee blends in all its best-loved forms and made in every way (espresso, moka, microfiltered, etc.) as well as a selection of special and regional coffees and cappuccinos. The offering is completed with freshly filled croissants, selected pastries and gourmet pinsa and focaccia for a quick and quality refreshment break. The store is characterized by a strong attention to detail, and the quality of the materials and equipment used. In some locations emphasis is given to the aperitif with a special area known as “Il Vino della bottega” or Spritziamo. The offering is completed with a special ice cream area called “Il Gelato della bottega”. Thanks to a complete and modular offer, La Bottega del Caffè can successfully adapt to different commercial contexts and spaces of different sizes.

EXPANSION PLANS

Type of location

High-street, mall, railway station, airport

Countries of expansion

Italy, France, Spain, MENA, Asia

Average shop size

50-100 m² / kiosk from 20 m²



LEVENT BÖREK

TURKEY

Year of creation: 1968

Number of existing shops:

Turkey: 205
Netherlands: 1
Germany: 6

Levent Usta, who strived to improve himself through the knowledge and experience transferred by his father and dedicated himself to developing new borek products in the family owned business founded in 1968, became famous for the unique filled borek varieties created by him as a borek product.

- 9,600 tons of Börek were produced between 2020 and 2023
- More than 2.5 million people visited our stores in 2023
- 61,400 trays of börek were served in 2023
- 8,640,000 cups of tea were sold in 2023

EXPANSION PLANS

Type of location

All can be suitable according to different concepts of ours

Countries of expansion

Austria, Germany, United Kingdom, Netherlands, Belgium

Average shop size

Between 12m² and 100m² different model layouts can be made



LUCID MOTORS

USA

Year of creation: 2007

Number of existing shops:

Total Europe 20

Germany: 13

Switzerland: 4

Norway: 2

The Netherlands: 1

Lucid (NASDAQ: LCID) is a Silicon Valley-based technology company focused on creating the most advanced EVs in the world. The flagship vehicle, Lucid Air, delivers best-in-class performance and efficiency starting at \$69,900 in the U.S. Lucid is preparing its state-of-the-art, vertically integrated factory in Arizona to begin production of the Lucid Gravity SUV. The company's goal is to accelerate humanity's transition to sustainable transportation and energy.

EXPANSION PLANS

Type of location

High street and stand alone

Countries of expansion

France, Germany, Denmark, UK, Benelux

Average shop size

300/400 m² for High Street location and 1,000 to 2,000 m² for Stand Alone location



NEW BALANCE

USA

Year of creation: 1906

Number of existing shops:

Around 3.150 retail stores globally, including 500+ New Balance owned store, 60+ stores NB owned store in Europe: France 13, UK 14, Spain 9, Germany 8, In China we have 1960 store (owned 115), North America 186 store (owned 116)

Our new Inline retail concept is a welcoming space that evokes a sense of community, relationship, discovery, and delight.

The store design connects the inside and outdoor environments through windows, lighting, and material choices.

New Balance fits everyone. Every style. Every life.

We make our consumers feel heard, engaged, and inspired through our Retail Service Philosophy:

- the quality and craftsmanship of our products.
- the communities we serve and create,
- how we personalize the New Balance experience.

EXPANSION PLANS

Type of location

Hight street, mall, corner, 1 or more floors

Countries of expansion

France, UK, Italy, Germany, Spain

Average shop size

350 m², around 70% sale area (1 floor only)



PALAIS DES THÉS

FRANCE

Year of creation: 1986

Number of existing shops:

France: 98

Belgium: 12

Norway: 3

Denmark: 2

Israël: 2

Georgia: 2

Italy: 1

Palais des Thés is a 30-year-old Parisian premium retail tea brand founded by Francois-Xavier Delmas, one of the best tea sommeliers in the world. The origin of tea defines a key part of the drinking experience, that is why we travel the world to bring you exceptional harvests. The strong partnerships that we maintain with our growers lead to an infinite variety of flavors and emotions.

EXPANSION PLANS

Type of location

High street + premium malls

Countries of expansion

Italy, Spain, Switzerland, Finland, Poland

Average shop size

45m² selling surface



PDPAOLA

SPAIN

Year of creation: 2014

Number of existing shops:

Spain: 20, Italy: 11, Peru: 6,
Saudi: 4, France: 2, México: 2,
China: 2, Guatemala: 2, Greece: 2,
USA: 2, Puerto Rico: 1, UK: 1,
Andorra: 1, Chile: 1, Ecuador: 1,
Paraguay: 1

Established in 2015 by siblings Paola and Humbert Sasplugas following Paola's childhood passion for jewelry, PDPAOLA has grown from a digitally native brand to a brand with a global presence. Our journey began with a mission to create jewelry that transcends trends and serves as the gateway to a world of self-expression.

At the heart of PDPAOLA lies our team of more than 200 talented and passionate individuals. Our head office and design studio are located in Barcelona, where we bring our vision to life: creating a brand that goes beyond the jewelry world.

EXPANSION PLANS

Type of location

Hight street, mall (1 floor premium locations)

Countries of expansion

Italy, France, Spain and Germany

Average shop size

60-80 m² ideal size, total range from 35 m²-150 m²



RAG & BONE

UNITED STATES

Year of creation: 2002

Number of existing shops:
600 stores in 53 countries,
including 2 stores in the UK
and 1 in Japan

Since its origins in New York City in 2002, rag & bone stands for redefining tradition and challenging convention with a versatile and understated wardrobe that embodies the genuine confidence of today's creative class.

Combining authentic heritage and modern details, with a strong expertise in denim, the brand has become synonymous with innately wearable clothing for both men's and women's. Our design philosophy draws influences from New York's pulse and the rich sartorial traditions of British tailoring inherent to our brand name.

EXPANSION PLANS

Type of location

Unique street locations with natural character

Countries of expansion

Nordic countries, Germany, Benelux, Canada and Mexico

Average shop size

150m²-400m²



SOSANDAR

UNITED KINGDOM

Year of creation: 2016

Number of existing shops:

UK: 4,

Irland: 1

Sosandar fills a gap in the market and women's wardrobes, offering high-quality, lasting clothes that work for everyday life.

They reflect customer individuality and most importantly, make them feel amazing at any age. Designed in our UK head office, Sosandar is for women who have outgrown fast fashion, and instead are craving trend-led, affordable, long lasting, and lifestyle appropriate clothing.

EXPANSION PLANS

Type of location

High Street and Mall

Countries of expansion

USA, UAE, Saudi (GCC) Australia, Germany, France and Spain

Average shop size

160m²



Connect with the brands looking to expand in your country! Discover 8 brands looking to open stores in France

% ARABICA®

Global leading speciality coffee brand, born in Japan

DJ Lab

Self-service booth for DJ, amateur or professional

Dune
LONDON

Leading affordable luxury footwear and accessories brand



Democratize the gourmet burger experience

LUCID

Luxury EV Car



Major sports footwear and apparel company

PDPAOLA

Timeless designs of contemporary Jewelry

SOSANDAR

British womenswear fashion brand

GERMANY

Connect with the brands looking to expand in your country! Discover 13 brands looking to open stores in Germany

% ARABICA®

Global leading speciality coffee brand, born in Japan



Leading brand in the CBD industry

Dune
LONDON

Leading affordable luxury footwear and accessories brand

FatPhill's

Fast-casual brand famous for its smash burgers

FOOT X KORNER

The only brand and retailer to consider the new urban generation.



Democratize the gourmet burger experience

GUESS
JEANS

West Coast lifestyle brand with roots in the brand's 40-year denim history



Unique filled borek varieties

LUCID

Luxury EV Car



Major sports footwear and apparel company

PDPAOLA

Timeless designs of contemporary Jewelry

rag & bone
NEW YORK

Versatile and understated wardrobe

SOSANDAR

British womenswear fashion brand



Connect with the brands looking to expand in your country! Discover 8 brands looking to open stores in Italy



Leading brand in the CBD industry



Self-service booth for DJ, amateur or professional



The only brand and retailer to consider the new urban generation.



Democratize the gourmet burger experience



West Coast lifestyle brand with roots in the brand's 40-year denim history



Major sports footwear and apparel company



30-year-old Parisian premium retail tea brand



Timeless designs of contemporary Jewelry



Connect with the brands looking to expand in your country! Discover 7 brands looking to open stores in Spain



Leading brand in the CBD industry

FOOT X KORNER

The only brand and retailer to consider the new urban generation.



Democratize the gourmet burger experience



Major sports footwear and apparel company



30-year-old Parisian premium retail tea brand

PDPAOLA

Timeless designs of contemporary Jewelry

SOSANDAR

British womenswear fashion brand

UNITED KINGDOM

Connect with the brands looking to expand in your country! Discover 8 brands looking to open stores in the United Kingdom

Dune
LONDON

Leading affordable luxury footwear and accessories brand

FatPhill's

Fast-casual brand famous for its smash burgers

FAUCHON
PARIS

Global expert in contemporary French gastronomy



Democratize the gourmet burger experience

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West Coast lifestyle brand with roots in the brand's 40-year denim history



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