

# PLACE VENDOME

QATAR

WHERE ICONIC BRANDS BELONG

A LANDMARK DESTINATION FOR LUXURY,  
RETAIL, DINING, LEISURE & ENTERTAINMENT

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## UNITED DEVELOPERS: CRAFTING QATAR'S NEXT ICONIC DESTINATIONS

United Developers was founded by four Qatari investors, bringing together expertise in retail, real estate, construction, and contracting to deliver landmark destinations that drive economic growth, including dynamic retail and leisure environments.

Place Vendôme is their flagship project, a testament to their commitment to excellence, innovation, and long-term commercial success across multiple sectors.

Aligned with Qatar National Vision 2030, United Developers actively supports the nation's economic diversification, shaping the future of tourism, real estate, and urban development.

Beyond commercial impact, their projects contribute to economic and social progress, generating opportunities and employment both during construction and long after completion.





QATAR:

# WHY THIS MARKET MATTERS?

Qatar’s retail market is one of the fastest-growing in the GCC, presenting a strategic opportunity for brands looking to expand their footprint in a high-spending, affluent economy.

A projected 6.3% annual retail growth rate, is being fueled by rising disposable incomes, increasing international tourism, and a rapidly evolving luxury market.

Qatar is now diversifying its economy in line with the Third National Development Strategy (NDS-3). This focus on clean energy, logistics, tourism, and sport is reshaping the nation’s wealth foundations.



**+20%** WEALTH  
GROWTH  
2022-2023

Highest in the Middle East,  
outpacing the UAE & Saudi Arabia.

**+14%** MORE  
MILLIONAIRES  
FROM 2023 BY 2028

A growing high-net-worth consumer  
base for luxury brands.

**5M** TOURISTS  
IN 2024  
+25% YOY

Boosted by visa-free entry  
for 100+ nationalities.

**+8%** GCC’S HIGH-END  
FASHION MARKET  
QATAR

Luxury spending is accelerating, with  
Place Vendôme at the forefront.





# A WORLD-CLASS DESTINATION, INSPIRED BY PARIS, DESIGNED FOR GROWTH

Place Vendôme is a vision brought to life — an architectural landmark where global brands converge in a dynamic market. Inspired by Rue de la Paix in Paris, it reimagines luxury shopping, lifestyle, and entertainment in Qatar.

Developed by United Developers, Place Vendôme seamlessly blends retail, hospitality, dining, and leisure, captivating high-spending audiences and enhancing brand visibility.

- Qatar's largest luxury retail hub, spanning 1.15 million m<sup>2</sup> with a GLA of 200,000 m<sup>2</sup>.
- 560+ stores, from prestige fashion to high street brands and specialty retail.
- 160+ luxury flagships, including Louis Vuitton, Dior, Prada, Cartier, and Gucci.
- Annual footfall of 16.5 million visitors, with a 92% buyer conversion rate.
- Recipient of notable awards "World's Most Beautiful Shopping Mall" (Prix Versailles 2023) as well as Premier Shopping Mall Experience (Qatar Tourism Awards, 2024) alongside multiple other awards for excellence in retail and design.

Place Vendôme is the stage for the world's most sought-after brands.







# A RETAIL RENAISSANCE

From concept to completion, Place Vendôme was designed to redefine retail and lifestyle in Qatar. This landmark development is the result of a strategic vision, world-class craftsmanship, and an unwavering commitment to delivering a world-class visitor experience – setting the stage for ambitious global brands.

A combination of Parisian elegance and Qatari ambition, Place Vendôme is a vibrant retail, hospitality, and entertainment hub sitting at the forefront of consumer and industry trends.

- A benchmark in urban design, rivaling the world's top shopping and lifestyle destinations.
- Built with premium materials, combining classical elegance with modern functionality for a seamless retail experience.
- Flexible, future-ready spaces that let brands scale, customize, and innovate in a fast-evolving market.
- A landmark in Lusail City, positioned at the center of Qatar's urban expansion.
- Aligned with Qatar National Vision 2030, driving economic diversification, tourism, and luxury retail growth.



POWERED BY CONSUMERS

SUCCESS AT PLACE VENDÔME IS MEASURED NOT JUST IN FOOT TRAFFIC, BUT IN REAL SALES IMPACT.

16.5M

VISITORS IN 2024  
(+62% YOY)

Qatar's most-visited luxury retail destination.

72%

OF QATAR'S HIGH-END FASHION SALES

Happen at Place Vendôme, dominating the market.

92%

OF VISITORS MAKE A PURCHASE

High conversion rates drive exceptional tenant success.

10%

OF VISITORS ARE JUST BROWSING

Yet, 34% of this audience still convert to buyers, reinforcing spending power.

UP TO 3X

SALES GROWTH FROM LUXURY TENANTS (Q4 2024)

Consistent retail success in a thriving environment.

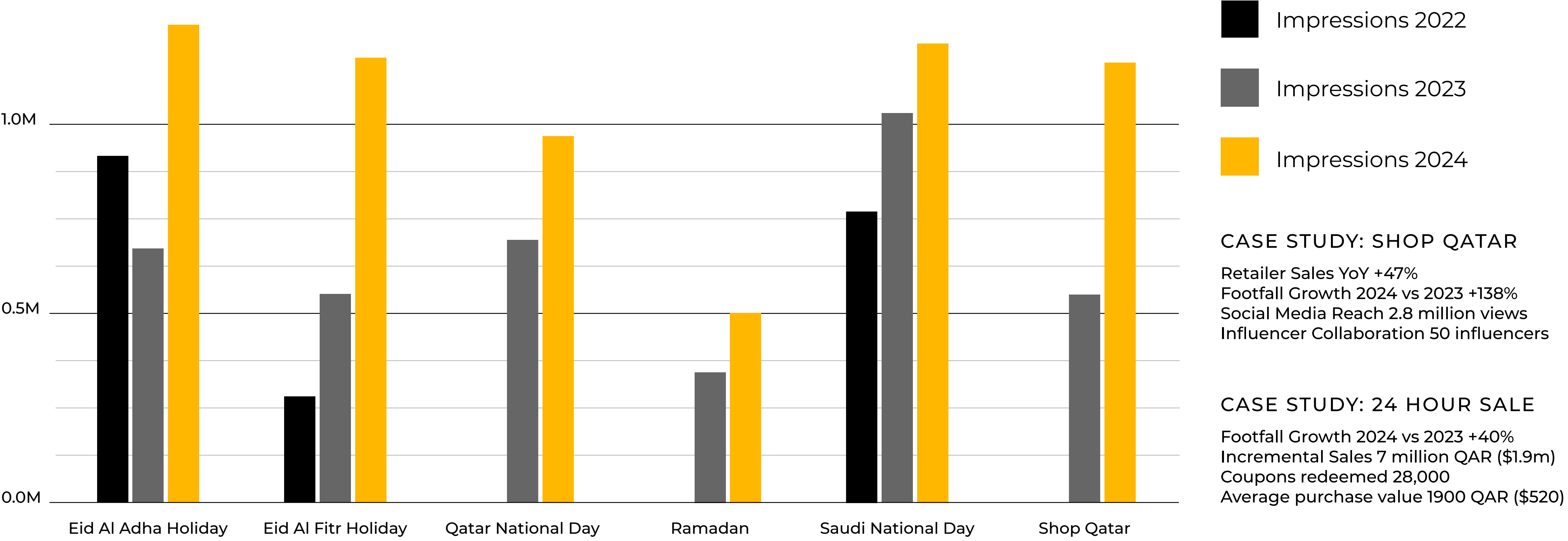
+47%

RETAIL SALES IN 2024 VS. 2023

A year of significant growth for brands at Place Vendôme.



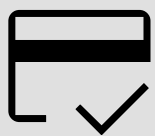
# EVENT COMPARISON





# LOCATION

Lusail spans 38 km<sup>2</sup> with a 28 km waterfront and 19 mixed-use districts, making it one of the region’s largest developments. Designed for a sustainable future, it features modern urban planning that blends luxury living with smart infrastructure. Stretching along the coast, it offers a vibrant waterfront lifestyle and sits near The Pearl Island, Katara Cultural Village, and West Bay — Doha’s most affluent areas.



**A High-Income Population Base**

Lusail attracts high-net-worth individuals, expatriates, and professionals, making it a prime market for luxury brands.



**Luxury & Lifestyle Hub**

Defined by upscale retail, fine dining, five-star hotels, and exclusive waterfront living, it offers a premium setting for global brands.



**Business & Tourism Center**

Home to corporate headquarters, financial districts, and major international events, ensuring steady footfall from business travelers and tourists.



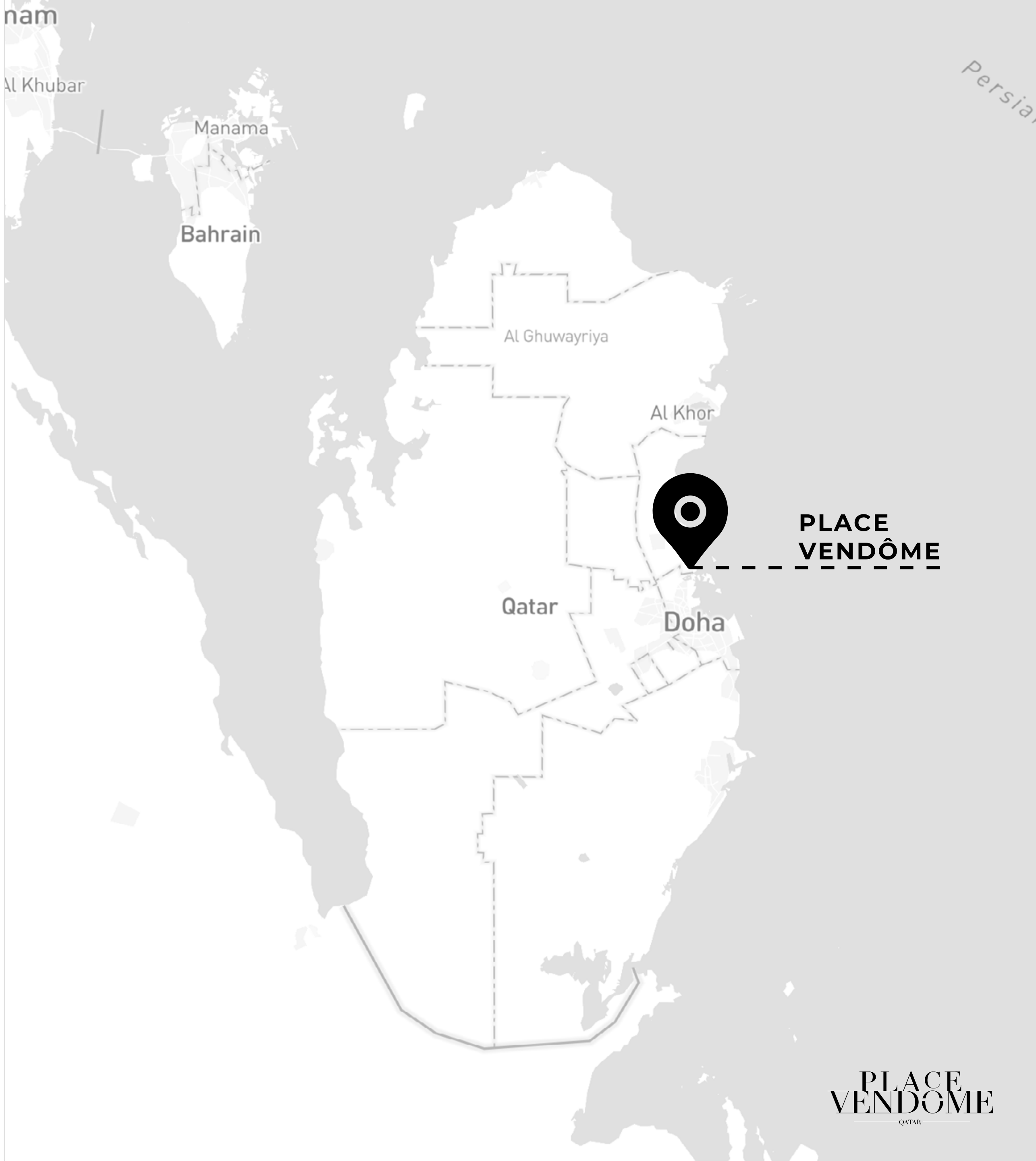
**Sports & Entertainment Destination**

Host to Lusail Stadium (FIFA 2022 Final), Formula 1 Qatar Grand Prix, global exhibitions, and concerts, drawing visitors year-round.



**Strategic Retail Location**

Place Vendôme sits at the heart of Lusail’s rapid expansion, benefiting from continuous retail demand in a thriving cosmopolitan district.





# BUS | TAXI | TRAM

## CAR PARK WITH 7,500 SPACES

Place Vendôme benefits from a strong and expanding Primary Trade Area, with a 2.9% annual population increase and rising disposable incomes driving a 6.3% projected retail growth. 40% of Qatar’s population lives within a 20-minute drive, highlighting its proximity to a significant customer base.

10  
MINS TO

**The Pearl Island**  
Qatar’s premier waterfront community, home to high-end residences, luxury hotels, and fine dining.

15  
MINS TO

**Downtown Doha**  
The city’s commercial and cultural hub, featuring iconic landmarks, five-star hotels, and thriving business districts.

20  
MINS TO

**Al Khor City**  
A fast-growing urban center, attracting new residential developments and commercial investments.

30  
MINS TO

**Doha Port**  
A major gateway for tourism, welcoming cruise ships and maritime visitors year-round.

30  
MINS TO

**Hamad International Airport**  
Qatar’s award-winning global travel hub, connecting visitors from over 150 destinations.







# A GROWING MARKET WITH STRONG RETAIL DEMAND

Qatar’s population is projected to reach 3.6 million by 2030, currently 3.08 million (Jan, 2025), creating sustained demand for high-quality retail experiences. With a customer base that values both luxury and accessibility, Place Vendôme is positioned at the center of this expanding market.

## PRIMARY TRADE AREA: ENGAGED & HIGH-SPENDING SHOPPERS

**75%** OF TOTAL SALES

are driven by customers within the primary trade area

**54** AVERAGE VISITS PER YEAR

from visitors, demonstrating deep brand engagement

**139** MINUTES AVERAGE

dwell time, ensuring strong customer interaction

**51,500** QAR AVERAGE INCOME

for households monthly, reinforcing premium spending power





## A THRIVING TOURISM MARKET

Qatar's tourism sector is  
forecasted to reach

**6.2M**

VISITORS BY 2030

Growing  
at a rate of

**6.3%**

CAGR

With visa-free  
entry for

**100+**

NATIONALITIES

And a national  
airline serving

**150**

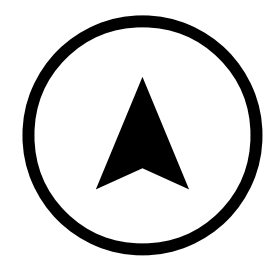
DESTINATIONS

Qatar continues to attract an increasing number of affluent international shoppers.



# SUPPORTING YOUR SUCCESS

At Place Vendôme, we provide marketing, in-mall visibility, and business insights to help tenants maximize exposure and sales.



## IN-MALL VISIBILITY

- LED screens, digital directories & wayfinding kiosks promote tenant ads in high-traffic areas.
- Totem signs highlight upper-level stores, increasing visibility.
- Pop-up kiosks & experiential booths provide direct customer engagement.



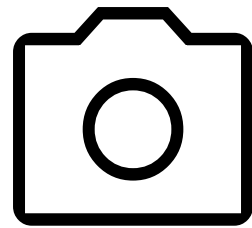
## RETAILER PROMOTIONS

- Seasonal events & activations integrate tenants into key shopping moments.
- Gift-with-purchase & spend-and-win promotions boost transaction values.
- Exclusive digital promotions drive traffic from online to in-store.



## BUSINESS INSIGHTS

- Footfall & sales data help optimize store performance.
- Customer trend analysis provides insight into shopping behavior.
- Event impact tracking measures campaign success.



## PR & MEDIA EXPOSURE

- Press features & influencer collaborations amplify brand reach.
- Tenant spotlights in newsletters & WhatsApp promotions engage customers.
- Mall-wide marketing campaigns ensure continuous visibility.

At Place Vendôme, we create opportunities for brands to succeed.



# AN ELEVATED VISITOR EXPERIENCE

## EFFORTLESS ARRIVAL & SEAMLESS NAVIGATION

Six grand entrance gates, each named after an iconic Parisian landmark, provide multiple access points with taxi drop-off and valet parking, ensuring smooth visitor flow and reinforcing Place Vendôme's prestige.

## PREMIUM SERVICES

Mall app, free WiFi, hands-free shopping, babysitting, wheelchair service, in-mall taxi, and valet parking with smart car locator ensures every visit is effortless.

## A SPACIOUS & REFINED ENVIRONMENT

Exceptionally wide walkways create an open, airy setting, preventing overcrowding and enhancing the elevated shopping experience.

## VIP LOUNGE

A private space for discerning shoppers to relax and enjoy personalized services.

With a captive audience of high-net-worth individuals, influencers, and families, Place Vendôme continuously enhances its customer service offering, creating a premium experience that encourages dwell time and strengthens brand loyalty.





# A CURATED DESTINATION

Each retail category at Place Vendôme is positioned to complement and enhance the overall tenant mix, ensuring that brands benefit from premium adjacencies, high-traffic areas, and a customer base that values quality and experience.

The company you keep matters — at Place Vendôme, your brand is in the best possible company.

LUXURY | HIGH STREET | FOOD AND BEVERAGE | LEISURE AND ENTERTAINMENT | HOTEL

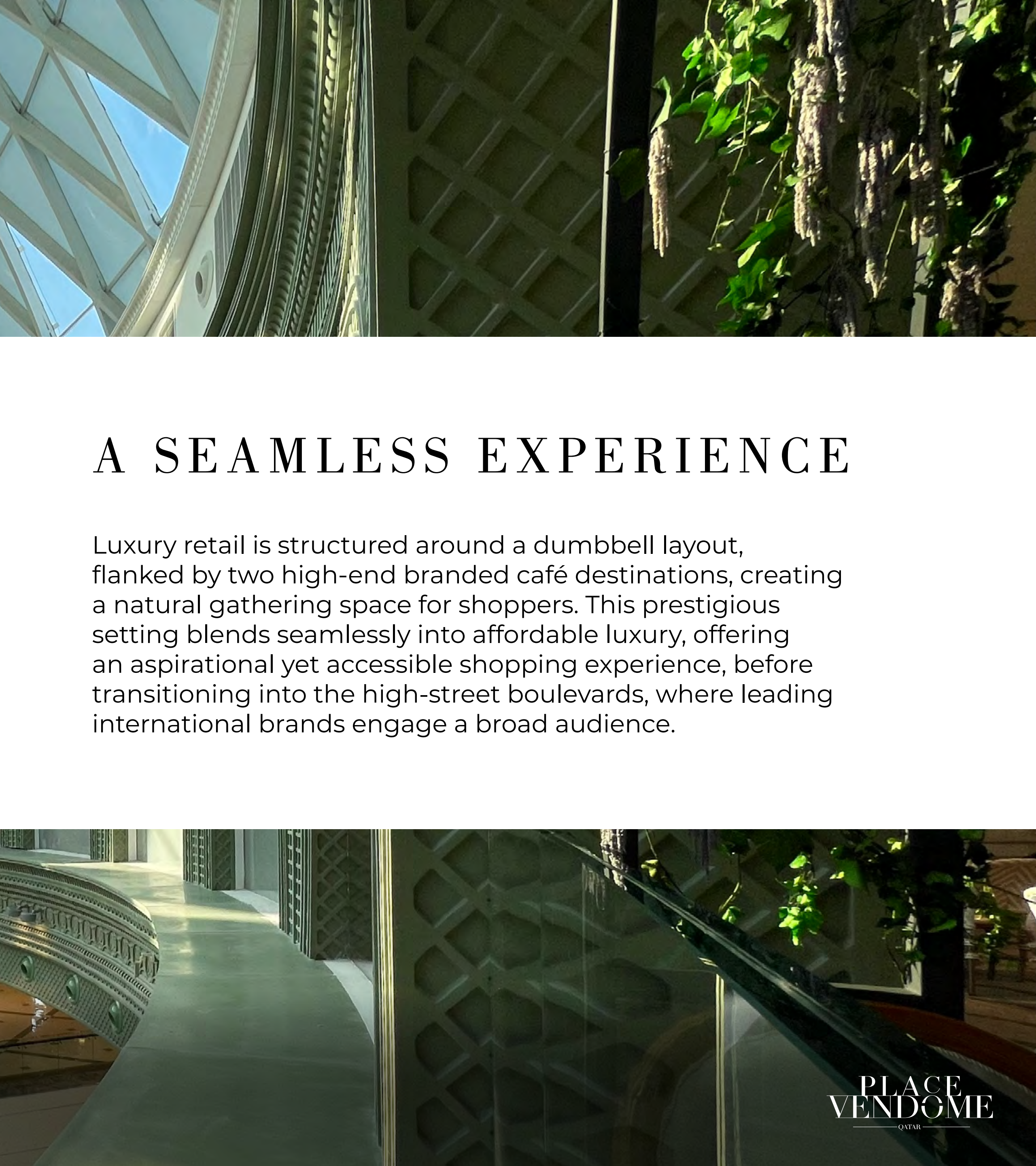






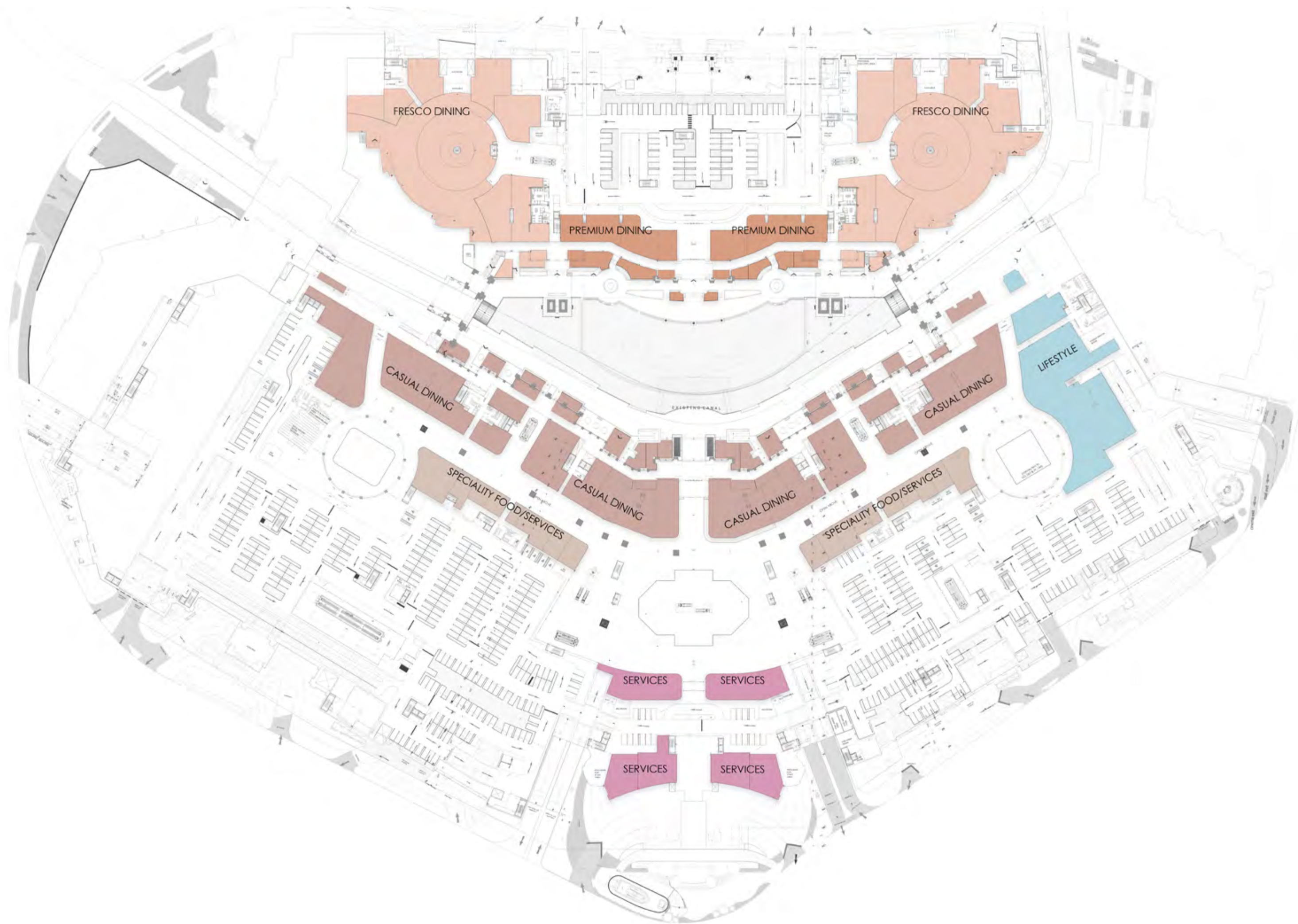
## A SEAMLESS EXPERIENCE

Luxury retail is structured around a dumbbell layout, flanked by two high-end branded café destinations, creating a natural gathering space for shoppers. This prestigious setting blends seamlessly into affordable luxury, offering an aspirational yet accessible shopping experience, before transitioning into the high-street boulevards, where leading international brands engage a broad audience.





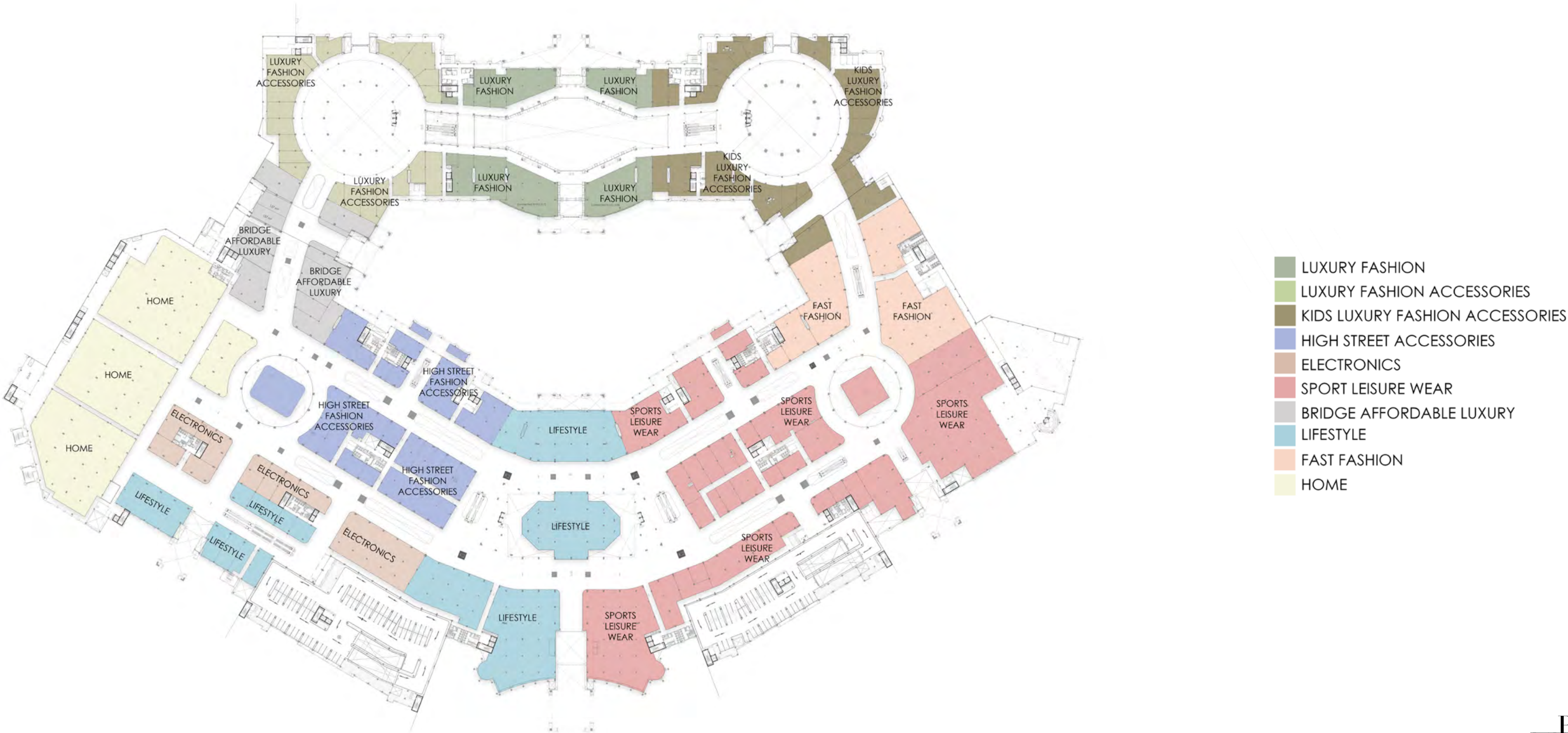
# MALL LAYOUT: LOWER GROUND



- SERVICES
- LIFESTYLE
- SPECIALTY FOOD SERVICES
- PREMIUM DINING
- FRESCO DINING
- CASUAL DINING

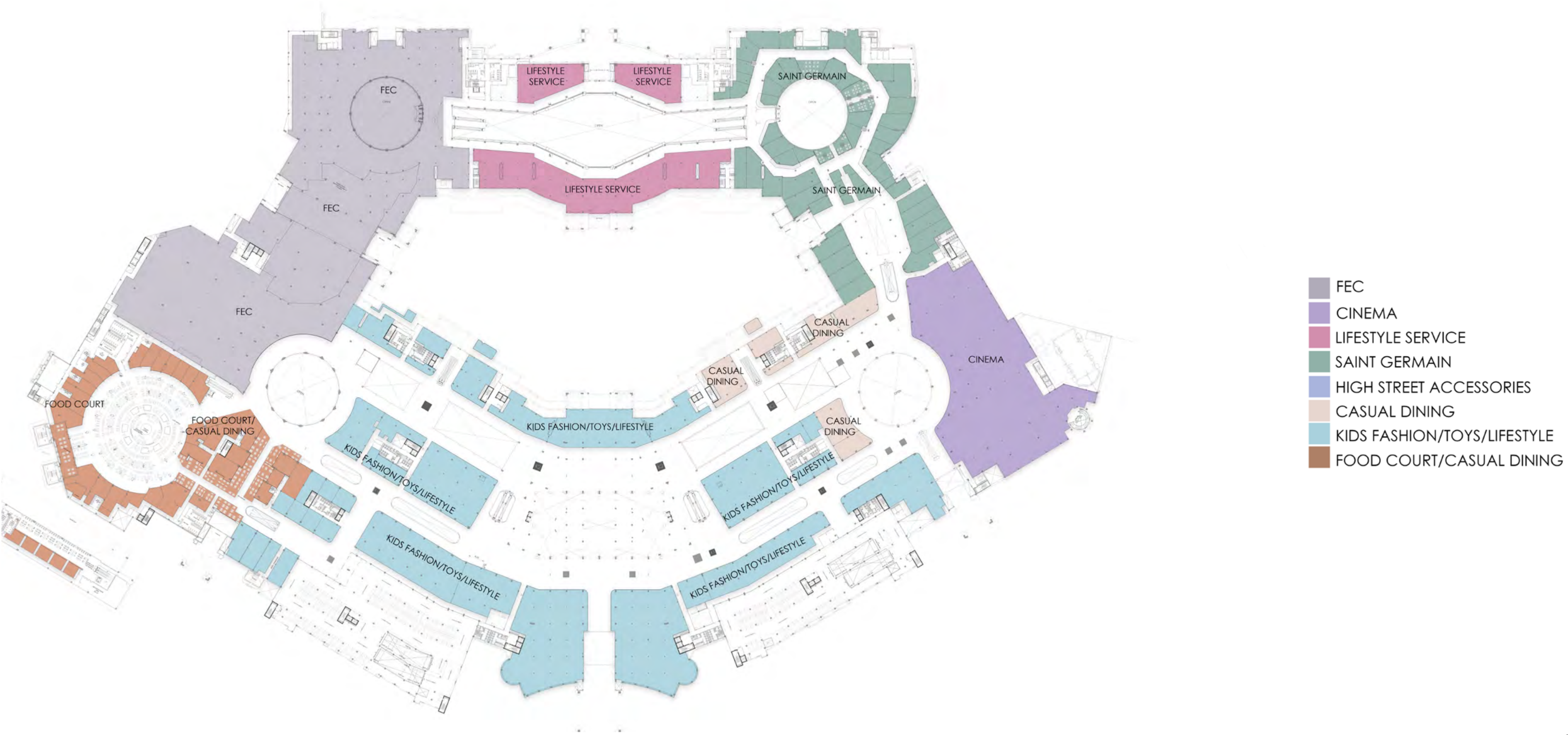


# MALL LAYOUT: FIRST FLOOR



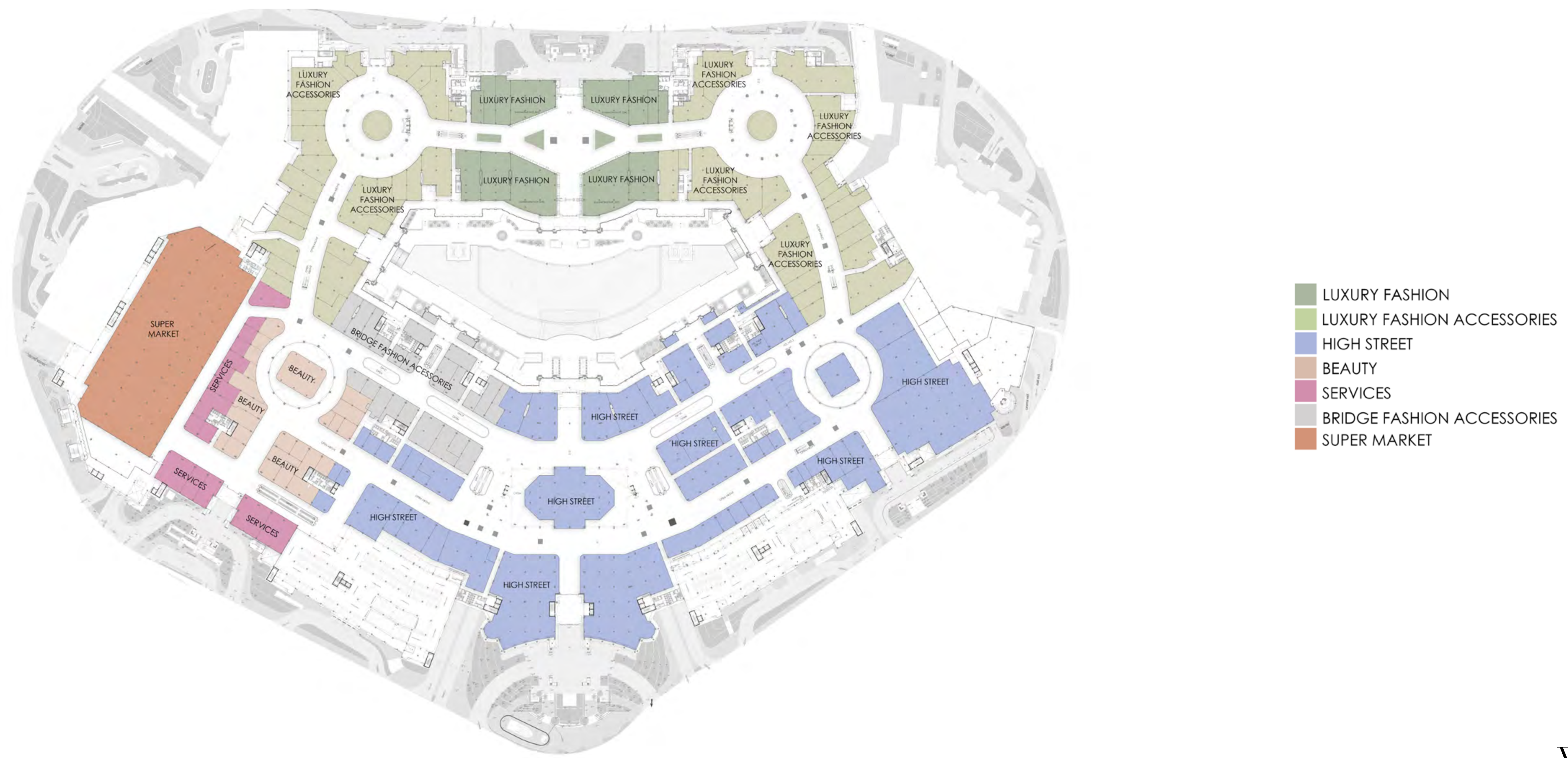


# MALL LAYOUT: SECOND FLOOR





# MALL LAYOUT: UPPER GROUND







LUXURY

SALES PER M <sup>2</sup>	ULTRA HIGH END \$24,285	HIGH END \$11,689	ASPIRATIONAL \$8,500	ACCESSIBLE \$6,247
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Luxury at Place Vendôme spans 17,000 m<sup>2</sup>, home to a world-class selection of flagship boutiques from Louis Vuitton, Loro Piana, Hermès, Dior, Prada, Cartier, Gucci, and more.

Designed as Qatar’s premier luxury shopping destination, this exclusive retail environment ensures seamless adjacency between global fashion houses, fine jewelry, and haute couture. A high-net-worth customer base drives exceptional sales, with Place Vendôme capturing 72% of Qatar’s luxury fashion market and 8% of the GCC luxury fashion market.





# HIGH STREET

SALES PER M <sup>2</sup>	GAFO \$5,335
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Place Vendôme delivers a dynamic high-street offering, blending fashion, lifestyle, and technology in a vibrant retail mix.

Three standalone flagship villas provide a unique opportunity for brand-dedicated spaces in a high-traffic area, while a diverse collection of renowned international brands ensures broad consumer appeal.

The result is a dynamic retail environment that balances aspiration with accessibility, drawing in a wide demographic of engaged shoppers.





# ST. GERMAIN

1847  
Executive Grooming  
for Men

MAGNOLIA BAKERY  
EST. 1996

sunsum


  
ROYAL Cup  
رويال كب قهوة مختصة

HOOPS


  
اب ام غاليري  
A.M. GALLERY

CAKE  
CAKE BOUTIQUE

rüllart

Inspired by Saint-Germain-des-Prés, St. Germain offers a curated mix of artisanal retail, specialty stores, and elevated dining in a boutique-style setting.

Designed to enhance dwell time and customer engagement, this vibrant district provides prime leasing opportunities for brands seeking a high-traffic, experience-driven retail destination.





# FOOD & BEVERAGE

SALES PER M <sup>2</sup>	F&B \$8,125
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Dining is an integral part of the Place Vendôme experience, offering a curated mix of Michelin-starred fine dining, global cuisine, casual cafés as well as a dedicated food court.

Strategically positioned throughout the mall, F&B outlets benefit from extended dwell time and strong customer engagement. Outdoor dining spaces overlooking the Dancing Fountains create an immersive experience that seamlessly blends shopping with leisure, providing visitors with a reason to stay longer and explore more.



A woman wearing a green dress with white patterns is riding a roller coaster. She is smiling and looking to the side. The background is a blurred red and yellow striped structure with bright lights.

## LEISURE AND ENTERTAINMENT

Leisure and entertainment at Place Vendôme enhance the shopping journey, ensuring continuous visitor engagement.

The Dancing Fountains serve as a central attraction, drawing consistent footfall and repeat visits. This is further elevated by our indoor theme park, Trocadero, as well as laser tag, bowling and other pop up experiences.

A state-of-the-art cinema and a diverse mix of family entertainment options appeal to a broad demographic, reinforcing Place Vendôme's position as an experiential retail destination.



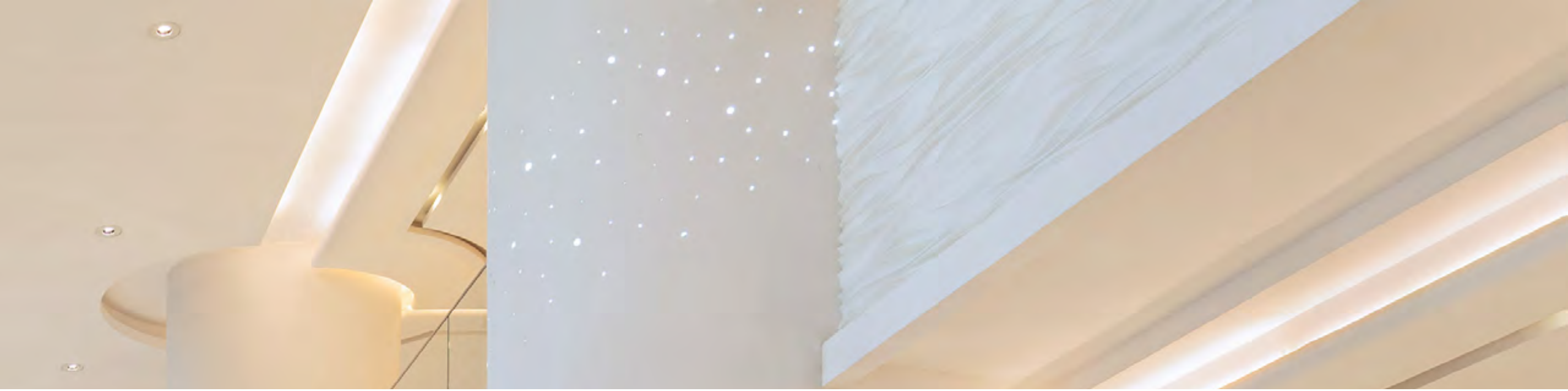


## HOTELS

Luxury hospitality seamlessly integrates with the retail and dining experience, creating a destination where visitors stay, shop, and dine in a five-star setting.

Le Royal Méridien Doha offers 377 fully serviced rooms, suites, and residences, positioning it as a gateway to the Place Vendôme experience. This hotel leads the market with a 56% RevPAR advantage and 75% occupancy.

The upcoming Palais Vendôme will elevate the district further, bringing an ultra-luxury hotel that enhances the appeal to affluent travelers and retail-focused guests.







# PLACE VENDÔME

— QATAR —

Place Vendôme is a destination where the world's most sought-after brands come together in a market poised for continued growth.

With a strong economy, a high-value customer base, and a retail environment designed for longevity, this is an opportunity to position your brand alongside global leaders in luxury, fashion, dining, and lifestyle.

Success is not just about where you are, but who you stand alongside. At Place Vendôme, you are in the company of industry leaders, shaping the future of retail in Qatar.

The opportunity is here  
— be part of it.