

Dr Martens Choose Oxford Street for 100th EMEA Store

2 years ago



Global real estate advisor, [CBRE](#), has advised leading footwear brand Dr Martens on their newest store opening at 184-188 Oxford Street.

The store, which will be the brands 100th EMEA location, comprises more than 6,000 sq ft over three floors and benefits from a prominent corner location on the north side of East Oxford Street, surrounded by a wide range of other global brands.

The move marks a continuation of increased occupier activity on the street. Data from CBRE shows that 20 permanent deals have already completed on Oxford Street in 2023, totalling over 150,000 sq ft. There are at least ten more units under offer, accounting for over 100,000 sq ft of retail space and as a result, there are now less than 30 units immediately available on Oxford Street.

“Lower business rates and rebased rents are aiding both international and national occupiers with their store expansion plans and to a certain extent, allowing them more choice when deciding the location of their next store. Dr Martens is a market leading and globally recognised brand, making it a much-welcomed addition to Oxford Street on a part of the street that is primed for further growth.”

Ram Rasiah, Senior Director, Retail at CBRE